

Orbit Clients Only

# — LinkedIn for B2B Marketers

Promoting content and personal branding



**Classic B2C  
Social Media**

**Awareness**

likes, comments, shares

**Classic B2B  
Social Media**

**Leads**

networking, outreach, trust

**Classic B2C  
Social Media**

**Classic B2B  
Social Media**

**Awareness**

likes, comments, shares

**Leads**

networking, outreach, trust

High volume, low value  
(quantity)

Low volume, high value  
(quality)

## **Classic B2C Social Media**

### **Awareness**

likes, comments, shares

High volume, low value  
(quantity)

Facebook, Instagram, Twitter

## **Classic B2B Social Media**

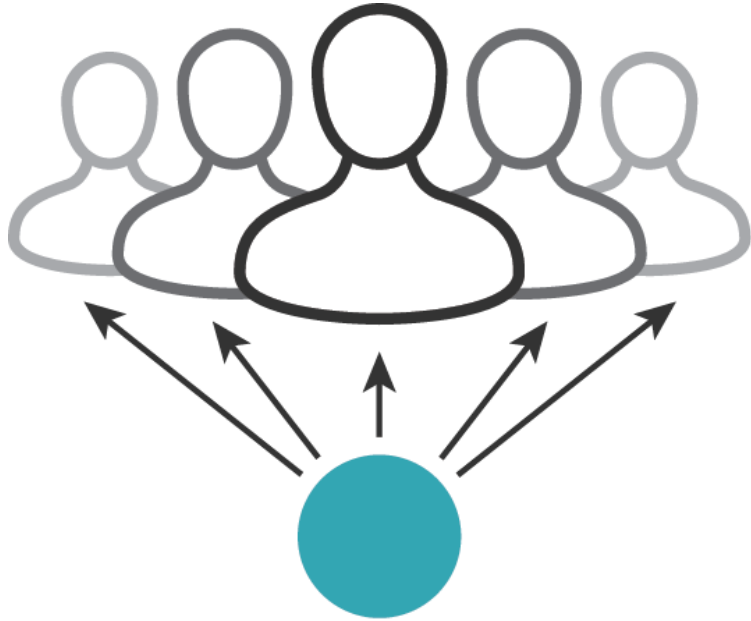
### **Leads**

networking, outreach, trust

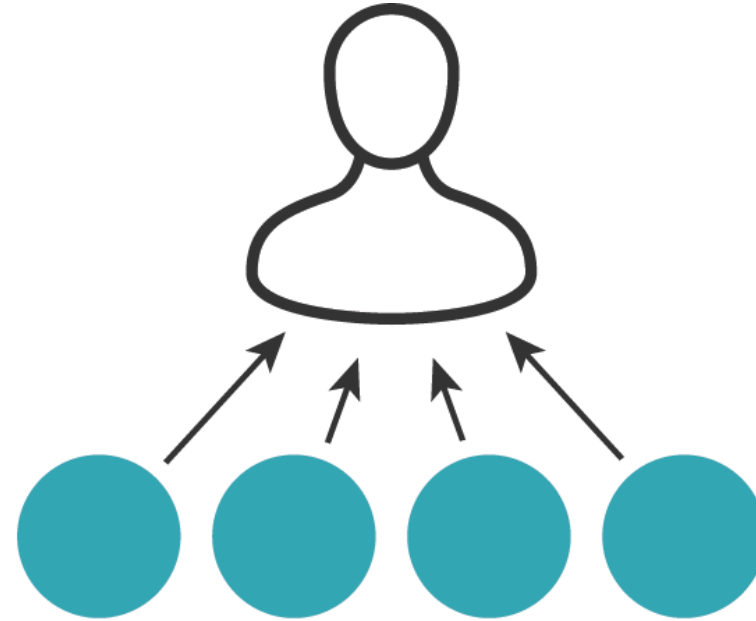
Low volume, high value  
(quality)

LinkedIn, Twitter

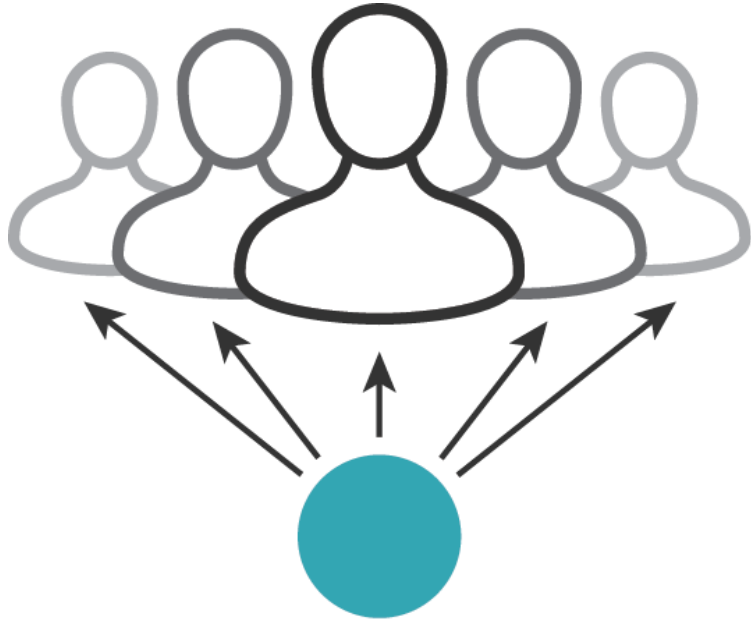




**Content Promotion**

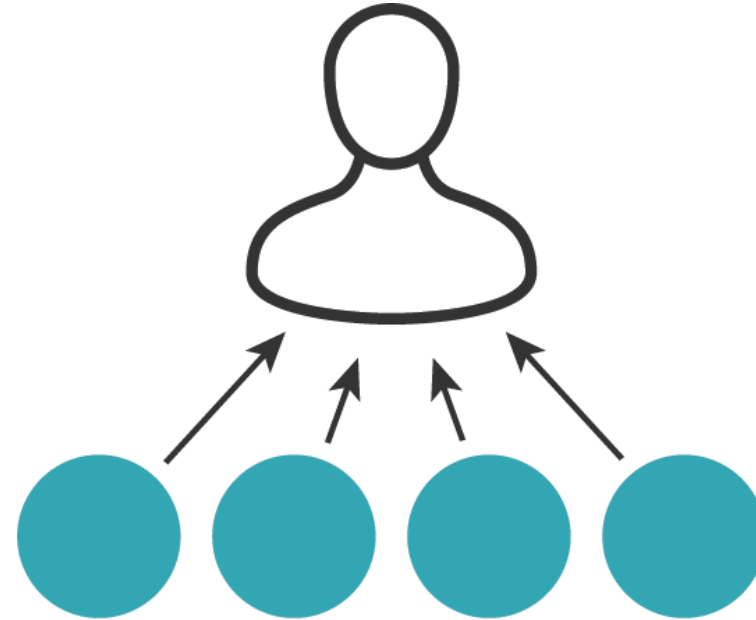


**Online Networking**



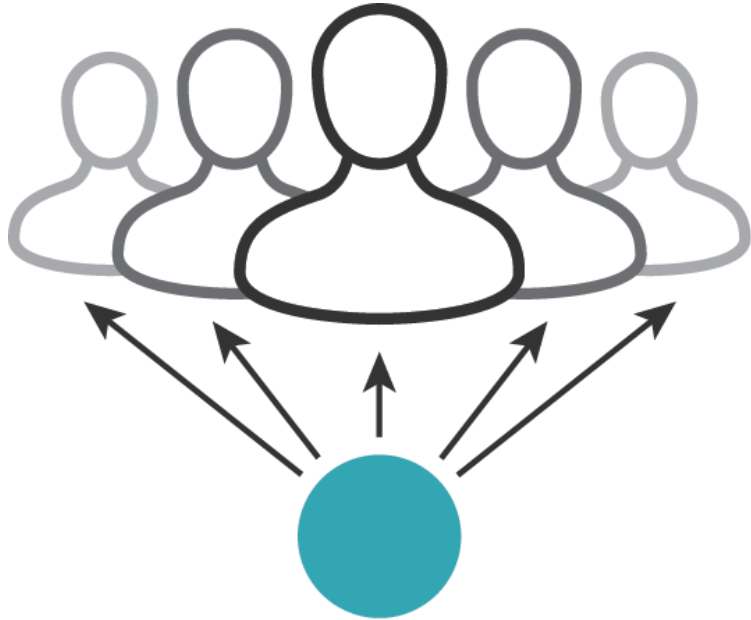
## **Content Promotion**

Traffic and Branding



## **Online Networking**

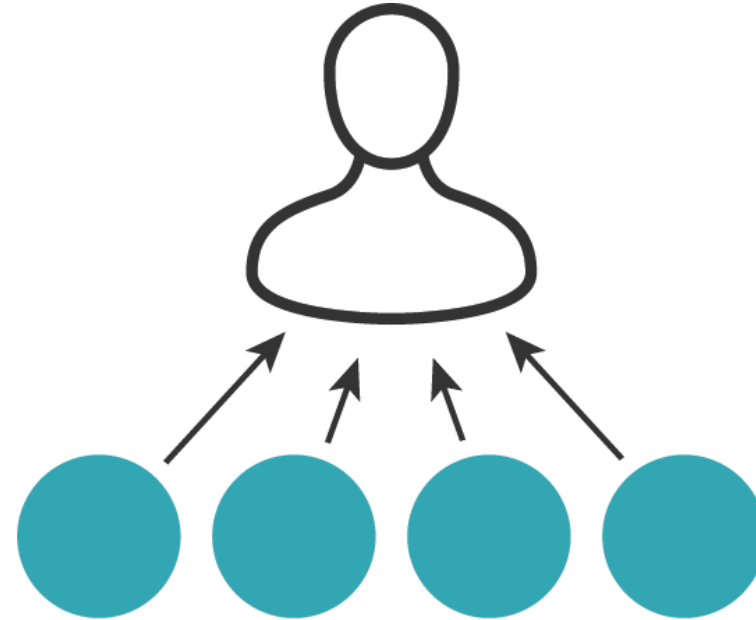
Relationships with Influencers



## Content Promotion

Traffic and Branding

*... direct benefits*



## Online Networking

Relationships with Influencers

*... indirect benefits*

Press **esc** to exit full screen

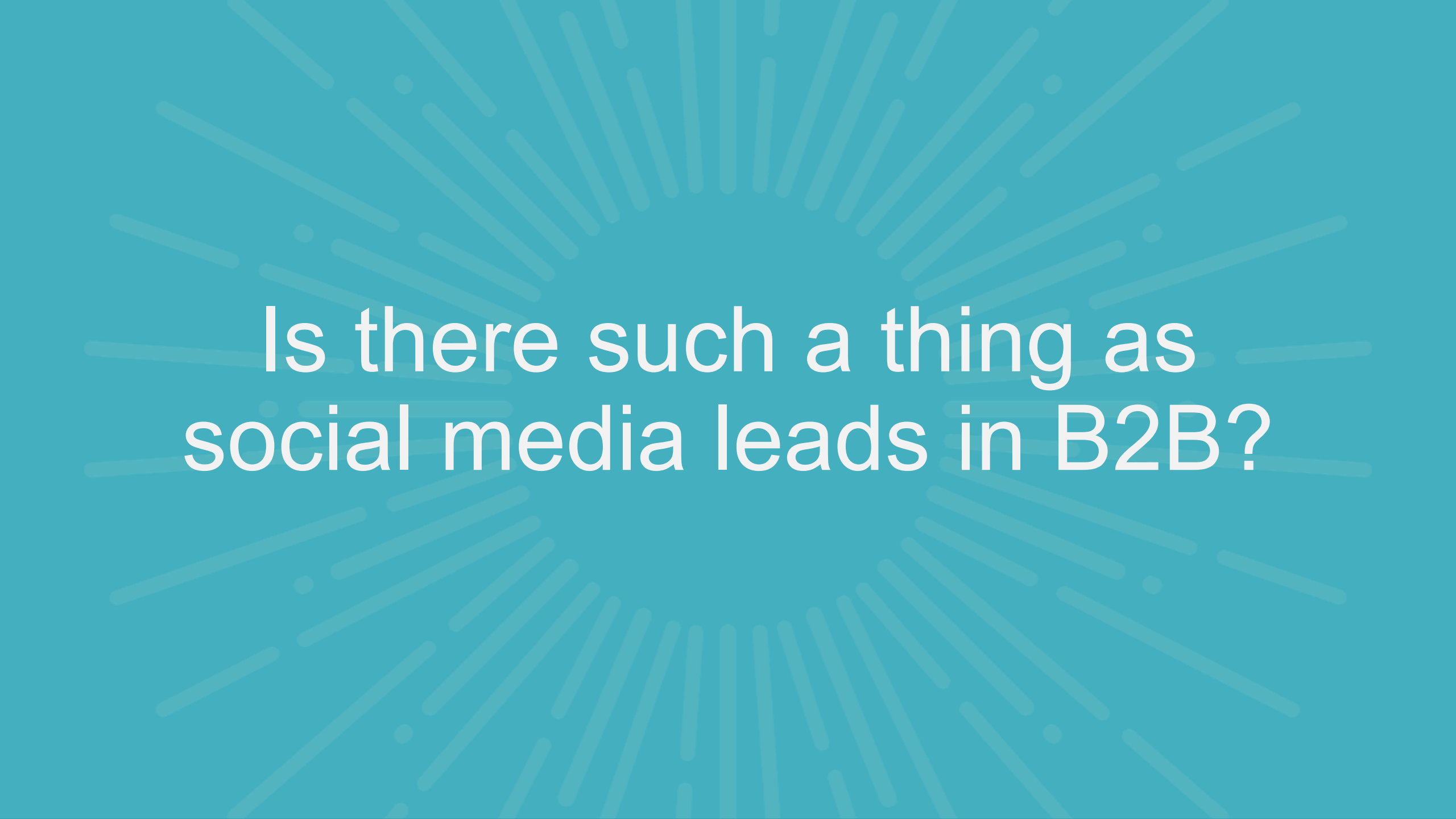
4



0:43 / 0:43



[source](#)



Is there such a thing as  
social media leads in B2B?

**first name:** Tom

**last name:** [REDACTED]

**email:** [REDACTED]@gmail.com

**phone:** 630-[REDACTED]

**company:** [REDACTED]

**interest:** a project

**message:** You got my attention by tweeting at me. I have a startup w/o a website and looking to design and develop a basic site by March. Can we set up a phone call or meeting. I work close to your offices.

**source:** [hootsuite.com](https://hootsuite.com)

**medium:** referral

**term:** -

**content:** /dashboard

**campaign:** (referral)

**segment:** (not set)

**numVisits:** 1

A lead from social media!



From [redacted] [View Profile »](#)

Marketing Manager at [redacted]  
6 shared connections

Hey Andy,

I was wondering if I could talk to you or someone on your team on your Web services and cost. I am submitting a budget for [redacted] and am hoping to get funds for a redesigned website on the front and back end.

My number is (312) [redacted]

- [redacted]

**Accept**

**A lead from social media!**



Default Channel Grouping	Acquisition			Behavior			Conversions	Goal 1: Contact Lead ▾	
	Users <sup>?</sup> ↓	Set goal to lead generation			Contact Lead (Goal 1 Conversion Rate) <sup>?</sup>		Contact Lead (Goal 1 Completions) <sup>?</sup>	Contact Lead (Goal 1 Value) <sup>?</sup>	
Non-Blog Landers	24,922 % of Total: 8.73% (285,589)	23,622 % of Total: 8.37% (282,179)	45,596 % of Total: 12.75% (357,578)	56.75% Avg for View: 82.71% (-31.39%)	2.29 Avg for View: 1.34 (70.41%)	00:02:35 Avg for View: 00:01:07 (132.80%)	1.09% Avg for View: 0.16% (590.18%)	499 % of Total: 88.01% (567)	\$498.99 % of Total: 87.95% (567.37)
1. Organic Search	16,682 (63.00%)	15,552 (65.84%)	26,614 (58.37%)	54.45%	2.41	00:02:44	1.13%	301 (60.32%)	\$301.14 (60.35%)
2. Direct	5,604 (21.16%)	5,434 (23.00%)	8,470 (18.58%)	58.50%	2.27	00:02:31	1.43%	121 (24.25%)	\$120.75 (24.20%)
3. Referral	1,720 (6.50%)	1,369 (5.80%)	2,972 (6.52%)	52.96%	2.54	00:03:05	1.85%	55 (11.02%)	\$55.28 (11.08%)
4. Email	1,376 (5.20%)	637 (2.70%)	4,807 (10.54%)	63.97%	1.73	00:02:01	0.25%	12 (2.40%)	\$11.64 (2.33%)
5. Social	1,021 (3.86%)	608 (2.57%)	2,595 (5.69%)	64.97%	1.84	00:01:58	0.35%	9 (1.80%)	\$8.73 (1.75%)
6. (Other)	41 (0.15%)	15 (0.06%)	55 (0.12%)	63.64%	2.04	00:00:37	1.82%	1 (0.20%)	\$1.45 (0.29%)
7. Templates	35 (0.13%)	7 (0.03%)	83 (0.18%)	73.49%	1.51	00:01:55	0.00%	0 (0.00%)	\$0.00 (0.00%)



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*Search visitors are 300% more likely to convert than social visitors*

Social Network ?	Acquisition			Behavior			Conversions	All Goals ▾	
	Users ? ↓	New			Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
	8,724 % of Total: 3.96% (220,316)	3,600 (41.32%)	4,466 (51.22%)	81.86% (-5.98%)	1.32 Avg for View: 1.30 (1.94%)	00:01:08 Avg for View: 00:01:10 (-3.68%)	1.67% Avg for View: 0.66% (151.93%)	214 % of Total: 11.84% (1,807)	\$214.00 % of Total: 11.84% (\$1,807.00)
1. (not set)	3,112 (34.15%)	2,692 (34.81%)	4,466 (34.95%)	81.86%	1.28	00:01:06	1.07%	48 (22.43%)	\$48.00 (22.43%)
2. LinkedIn	2,585 (28.37%)	2,100 (27.16%)	3,691 (28.89%)	75.97%	1.34	00:01:02	2.98%	110 (51.40%)	\$110.00 (51.40%)
3. Twitter	1,864 (20.46%)	1,609 (20.81%)	2,525 (19.76%)	78.61%	1.32	00:01:07	0.99%	25 (11.68%)	\$25.00 (11.68%)
4. Facebook	887 (9.73%)	819 (10.59%)	1,110 (8.69%)	75.68%	1.30	00:01:09	0.99%	11 (5.14%)	\$11.00 (5.14%)
5. YouTube	417 (4.58%)	310 (4.01%)	664 (5.20%)	72.59%	1.57	00:01:37	1.66%	11 (5.14%)	\$11.00 (5.14%)
6. Pinterest	83 (0.91%)	77 (1.00%)	90 (0.70%)	92.22%	1.07	00:00:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Pocket	47 (0.52%)	22 (0.28%)	78 (0.61%)	73.08%	1.64	00:02:24	3.85%	3 (1.40%)	\$3.00 (1.40%)
8. Scoop.it	25 (0.27%)	25 (0.32%)	34 (0.27%)	79.41%	1.26	00:01:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. WordPress	20 (0.22%)	19 (0.25%)	20 (0.16%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Instagram	14 (0.15%)	13 (0.17%)	15 (0.12%)	40.00%	2.67	00:01:13	0.00%	0 (0.00%)	\$0.00 (0.00%)

Conversion rate for each social network



Which social networks do  
my visitors use?

Since 2001, the Orbit web design and development team has been creating custom sites and managing tricky integrations. We're content management experts and work closely with web strategists and project managers to create your perfect site.

TALK TO CHRIS

4043 N RAVENSWOOD AVE, SUITE 316, CHICAGO, IL 60613

773.348.4581

CONTACT

START A PROJECT

SEE OUR WORK

Which of these gets  
clicked the most?

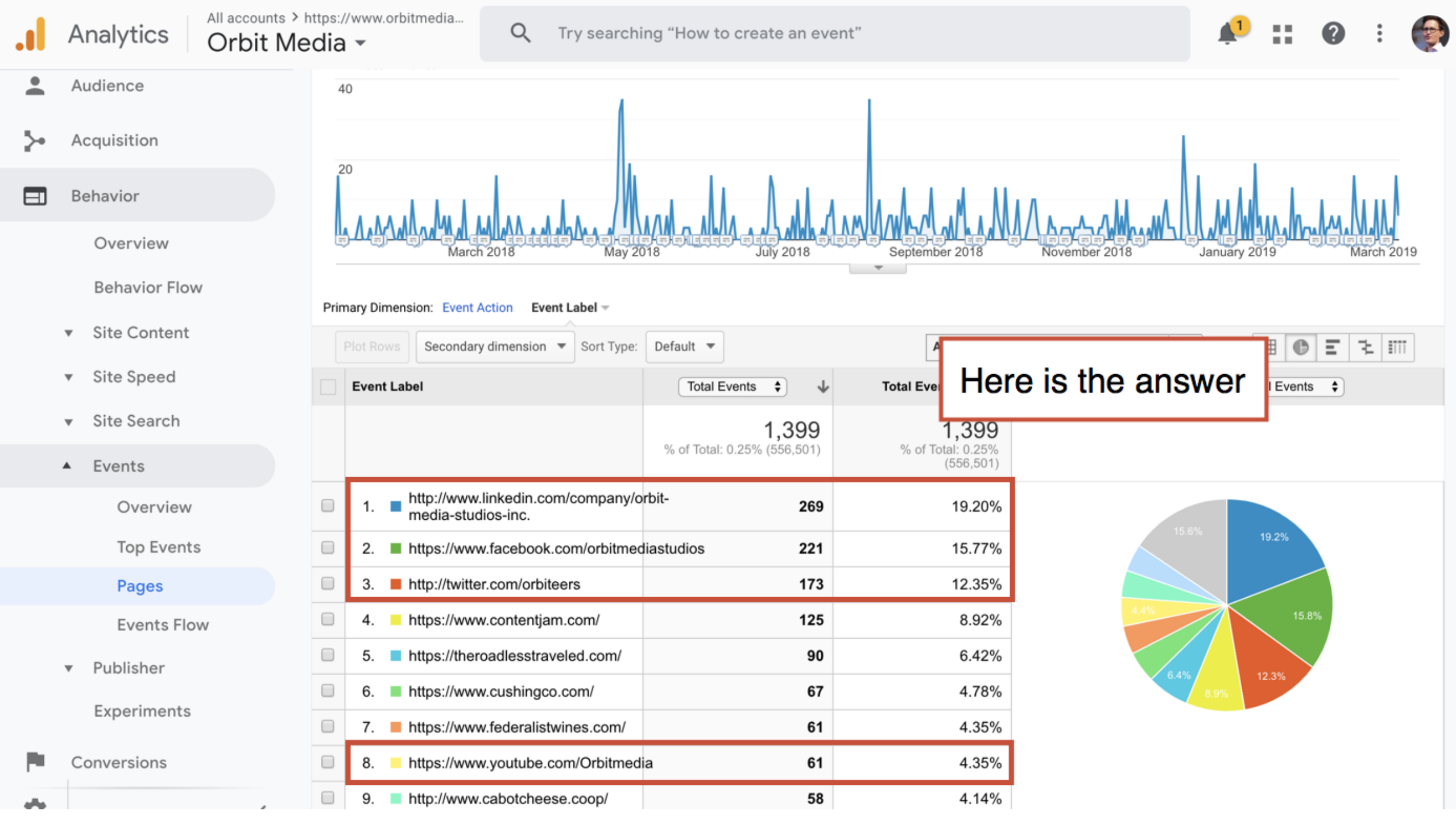


Join over 16,000 people who receive bi-weekly web marketing tips.

*Email Address*

SIGN ME UP

By signing up you are agreeing to our [Privacy Policy](#).





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773.348.4581

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SEE OUR WORK

Certified



Orbit is a proud member of the Chicago community. We strive to educate and collaborate with like-minded businesses to make a difference environmentally and socially. Let's collaborate.

Join over 16,000 people who receive bi-weekly web marketing tips.

Email Address

SIGN ME UP

By signing up you are agreeing to our [Privacy Policy](#).

31%

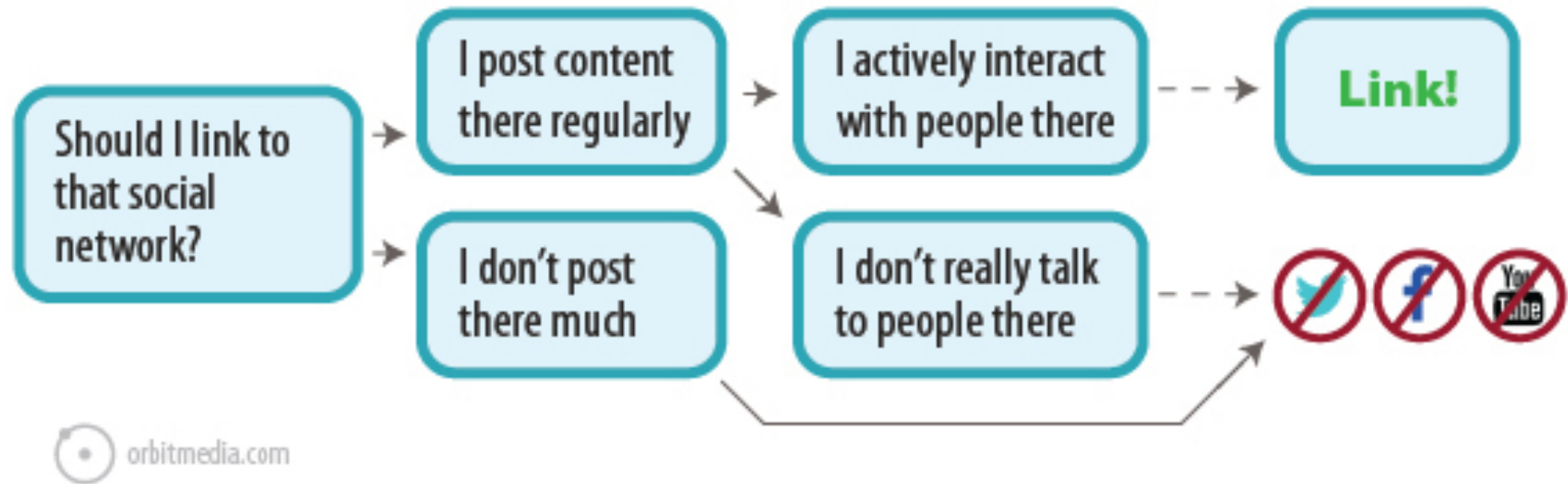
24%

37%

8%



# Should I link from my site to that network?







# Social Foundations



**Social bio is just "about us" text.  
Doesn't say what you'll get if you  
follow**



**Social bio is a mini-call to action.  
Gives the reader a reason to follow.**

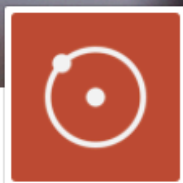
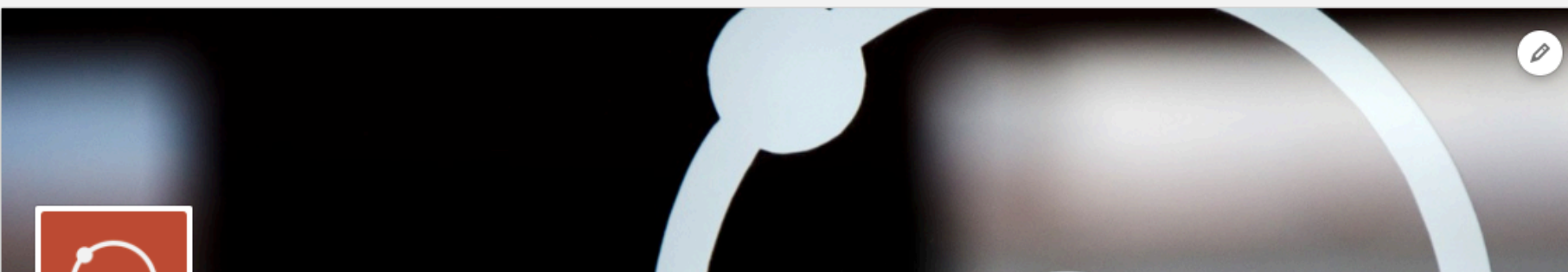
[Home](#)[My Network](#)[Jobs](#)[Messaging](#)[Notifications](#)[Me](#)[Work](#)[Advertise](#)[Orbit Media Studios](#)[Admin view](#)[View as member](#)[Home](#)[Content](#)[NEW Analytics](#)[Activity](#) 145[Admin tools](#)

### Build Your Page

Complete actions to unlock new features along the way. On average, completed pages get 30% more traffic. [Learn more](#)



Your Page is now built for success!

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Marketing & Advertising · Chicago, IL · [3,895 followers](#)

An award-winning web design firm in Chicago. We post open jobs, practical tips and new research on digital marketing.

[Edit Page](#)[Share Page](#)

#### Analytics

Last 30 day activity

475

▲ 20%




Let your visitors know how your organization is responding to COVID-19

[Share your response](#)

#### Invite Connections To Follow

100/100 credits available



### Orbit Media Studios

Marketing & Advertising · Chicago, IL · 3,895 followers

An award-winning web design firm in Chicago. We post open jobs, practical tips and new research on digital marketing.

[Visit website](#)

Following

Reach out to Joe & 36 other connections work here

[See all 51 employees on](#)

...equals followers

Complete description

Home

About

Insights PREMIUM

#### About


Orbit is an award-winning web design and development firm of Chicago.

Since 2001, we've done over 1,000 web design projects. We have experience with a huge range of web design projects, including ecommerce, lead generation, responsive web design and integration projects. We're proud of our reputation for client service and success.


We are devoted to listening, planning, and managing projects flawlessly. We love the work we do, the clients we work with and the amazing people we work alongside. [see less](#)

[See all](#)


#### Affiliated pages



**Chicago Web Development**  
Accounting  
30 followers  
[Following](#)



**chicago-web-design**  
Internet  
12 followers  
[+ Follow](#)

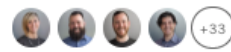


**Web Design Chicago**  
Internet  
12 followers  
[+ Follow](#)

...plus, open positions

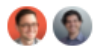
#### People highlights

37 Connections




Kari, Kurt, Chris, Barrett & 33 others

2 employees attended University of Iowa



Andy and Barrett

#### 1 recently posted job




**Digital Marketing Analyst**  
Greater Chicago Area

...plus, recent content

#### Posts


All Images Documents Videos Ads Sort by: Top




**Orbit Media Studios**  
3,895 followers  
3d · 🌐

There are a lot of different content strategies. Today we're showcasing three of those real-life strategies for you.


#### Promoted



**\$500/hr Advisory Roles**  
Many companies are seeking paid Business Advisors. Are you interested?




**Marketing Plans Made Easy**  
Custom Templates for Annual/Quarterly Planning. Get Yours Now!



**Tap into proven talent.**  
In-demand talent, on demand. Upwork is how.

#### Similar pages



**DigitalMarketer**  
E-learning  
3 connections



Building the reputation  
of your team



William Lumbergh • 3rd

Manager at Initech

Initech • Austin Institute of Micromanagement

New York, New York • 14 

Connect



---

Accomplishments: 1. Putting Milton in the basement. 2. Ensuring cover sheets are part of everyone's TPS reports. 3. Parking Porsche in the handicapped spot at work. 4. Providing all dire...

Show more 



William Lumbergh • 3rd

Manager at Initech

Initech • Austin Institute of Micromanagement

New York, New York • 14

Connect

...

---

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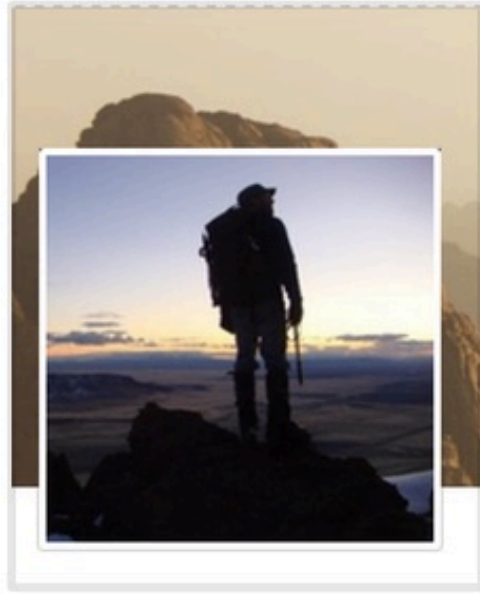
---

Accomplishments: 1. Putting Milton in the basement. 2. Ensuring cover sheets are part of everyone's TPS reports. 3. Parking Porsche in the handicapped spot at work. 4. Providing all dire...

Show more 



# The profile picture is you. The background is more info.



✗ No face!



✓ Your face ...with your passion behind you

**Chris Freeman**

Principal, Element Collective

∞ You have 71 connections in common.

[View profile](#)

Accept

**Ailsa Smith**

Project Manager at NSE Digital

∞ You have 15 connections in common.

[View profile](#)

Accept

**hillary tucker**

Medical Doctor at Medifast, Inc

∞ You have 11 connections in common.

[View profile](#)

Accept

**Scott Raskas**

Director of Marketing at Lattice Incorporated

∞ You have 7 connections in common.

[View profile](#)

Accept

**Kate Winckler, APR**

Public Relations Leadership | Strategic Communications | Marketing Strategy

∞ You have 7 connections in common.

[View profile](#)

Accept

**Valerie Somervell**

Freelance Artist at RYT-200 Yoga Instructor

∞ You have 3 connections in common.

[View profile](#)

Accept

# Color & Visual Prominence

## WARM COLORS

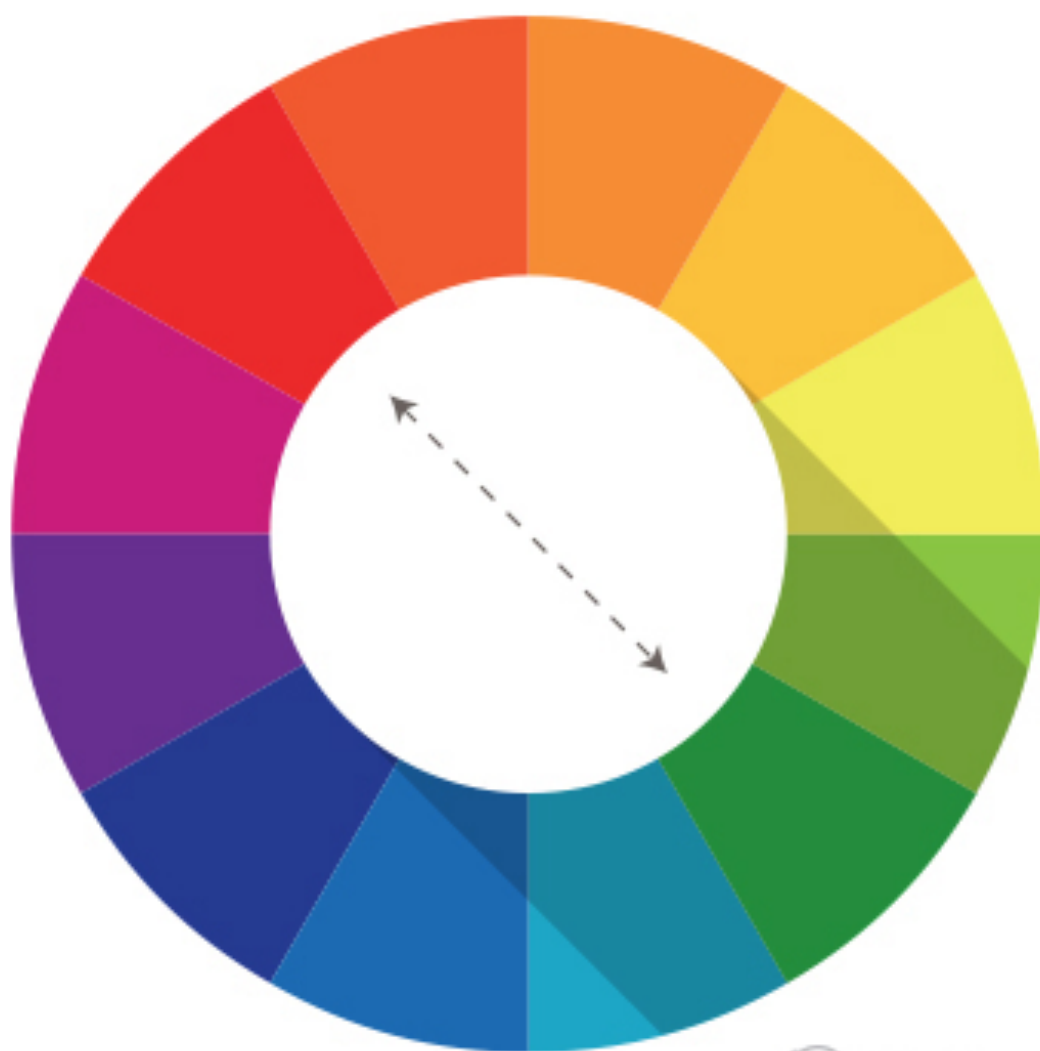
Red  
Orange  
Yellow

## COOL COLORS

Blue  
Green  
Purple

## COMPLEMENTARY COLORS

Red / Green  
Orange / Blue  
Yellow / Purple





**[REDACTED]** • 1st

Operations at **[REDACTED]**  
Wichita, Kansas Area

Message

More...



**[REDACTED]**

Western Governors  
University

See contact info

See connections (500+)

Critical thinker, empowering leader to direct culture change



*Use the same picture on all  
professional profiles*

# What does this person do??

## Experience



### Marketing & WorkSight JDLINK Manager

Feb 2012 – Present • 6 yrs 3 mos

Started in 1962, [REDACTED] is a provider of John Deere construction and forestry equipment with 10 full-service locations throughout Illinois and Indiana. West Side Tractor Sales offers heavy equipment sales (new and used), parts, service and rental. For more information, [REDACTED]

## Media (2)



WorkSight



John Deere Construction & Forestry





Home

My Network <sup>14</sup>

Jobs

Messaging <sup>5</sup>

## Skills & Endorsements



**Microsoft Office** · 6



Endorsed by 3 of Michelle's colleagues at Johnson & Wales University



**Research** · 3

You and 2 connections have given endorsements for this skill



**Social Media** · 9



Endorsed by Lexy Parsons, who is highly skilled at this



Endorsed by 3 of Michelle's colleagues at Johnson & Wales University

## Industry Knowledge



**Content Marketing** · 2



**Editing** · 1



**Search Engine Optimization (SEO)** · 1

## Tools & Technologies



**PowerPoint** · 3



**Microsoft Word** · 3



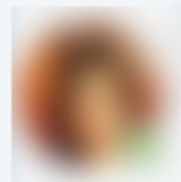
## Messaging



Search messages



### My Job Post inbox >



3:18 PM

You: Done! Happy to help...



Ashley Galina D... 3:17 PM

You: Sure! I'd be happy to be part of it, Ashley. I'm out fo...



Sarah Bauman 3:15 PM

You: Yes! Did I not include you in the follow up? Pleas...



.....ANDY FOO... 3:14 PM

You: Hi there, Andy. I don't have notifications turned o...

Mobile • 3h ago



Thursday



Hi Andy- could you please endorse my LinkedIn profile when you have a moment? I'm part of the "Employee Advocacy" team for [redacted] LinkedIn and we had a meeting today discussing how we could enhance our profile and presence online. We're trying, as a company, to build our profiles and get traction so that reps in the company can follow suit over time. Your help in this matter would be greatly appreciated. Thanks so much!

10:44 PM

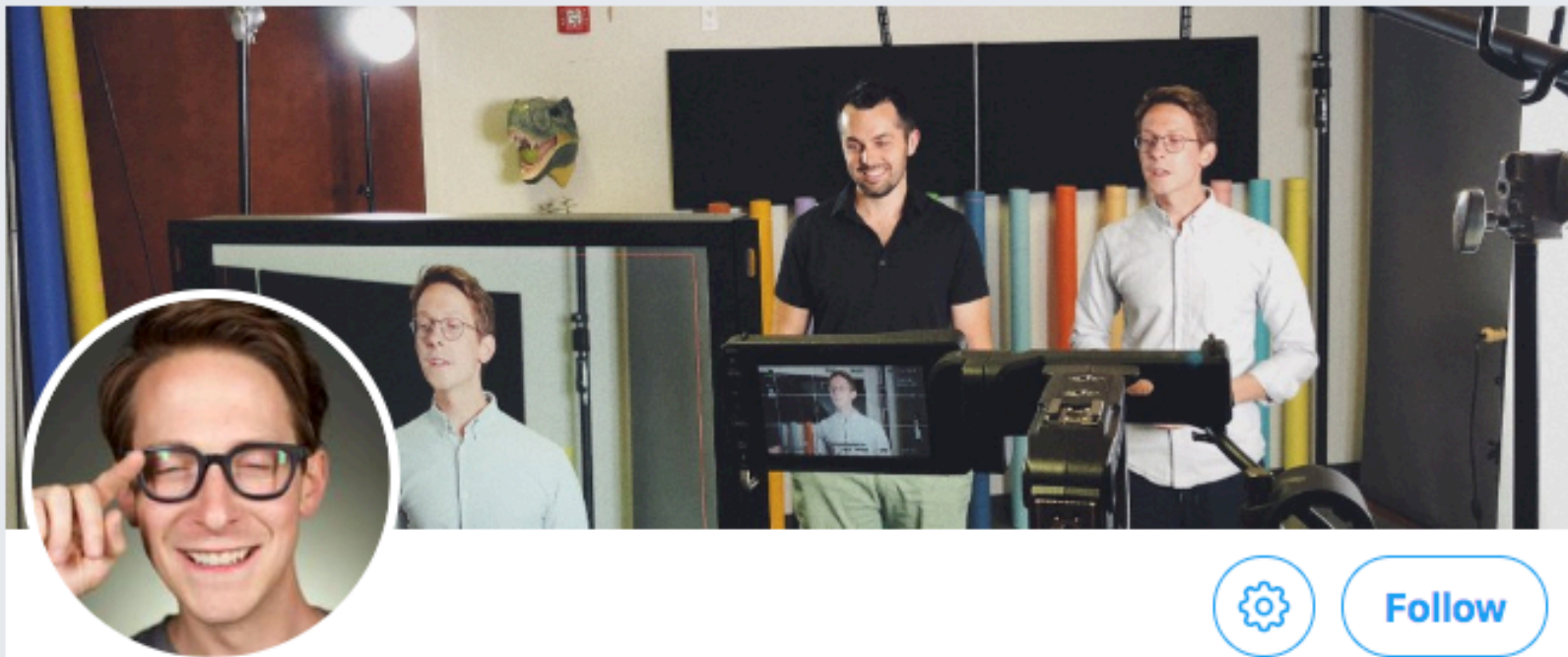


Today

Done! Happy to help...

3:18 PM





Follow

**Brendan Schwartz**

@brendan

Co-founder & CTO of [@wistia](#). All about that new-new, unisex bathrooms, and simplicity. Endorse me on LinkedIn.

Cambridge, Massachusetts [brendanschwartz.com](#)

Joined October 2006

**636** Following    **5,546** Followers

Followed by Irina Tsumarava, Darren Designs [#UserExperience](#), and 86 others you follow

## Skills & Endorsements



**Coaching** · 99+



Endorsed by **Jodie Shaw** and 7 others who are highly skilled at this



Endorsed by **Stefanie Safran** and 12 other mutual connections



**Marketing** · 99+



Endorsed by **Austin Stack** and 3 others who are highly skilled at this



Endorsed by **Cindy Bertram** and 9 other mutual connections



**Training** · 99



Endorsed by **Ita Olsen** and 5 others who are highly skilled at this



Endorsed by **JJ Hanley** and 8 other mutual connections

[Show more](#)

## Recommendations

[Ask for a recommendation](#)

[Received \(51\)](#)

[Given \(38\)](#)



**Noah Kreimont**

Helping Divorcees Create a New Financial Map for their Future – President of Ark Wealth Builders

December 15, 2017, Noah was a client of David J.P.'s

My experience with Rockstar Consulting has been of great value. David's knowledge and experience afforded me an opportunity to build a marketing plan focused around my business and personal strengths. His insight allowed me to refocus on specific opportunities, to connect my strengths in a niche I provide the most benefit to.



**Laura Janota**

Senior Digital Marketing Manager at Blue Magnet Interactive

I listened to David speak about networking a month or two ago at Orbit Media's Wine and Web event, and he is incredible. He presented the audience with both "tough love" and valuable



Search



**Lana Goldsmith**

Director, Marketing & Communications at Unitas Global

Message

More...

## Recommendations

Ask for a recommendation

Recommend Lana

Received (5)

Given (12)



**Claire Barnhart**

Marketing Content Manager  
at Unitas Global

October 10, 2019. Lana worked  
with Claire

Lana is a hard-working, insightful, and supportive co-worker. I have loved working with her over the last few years and would recommend her whole-heartedly for any marketing



**Nancy Ta**

SHRM-C

Head of H

Acquisition

November 2

senior to Lana but didn't  
manage directly

right questions and ensures that she is constantly gr... [See more](#)

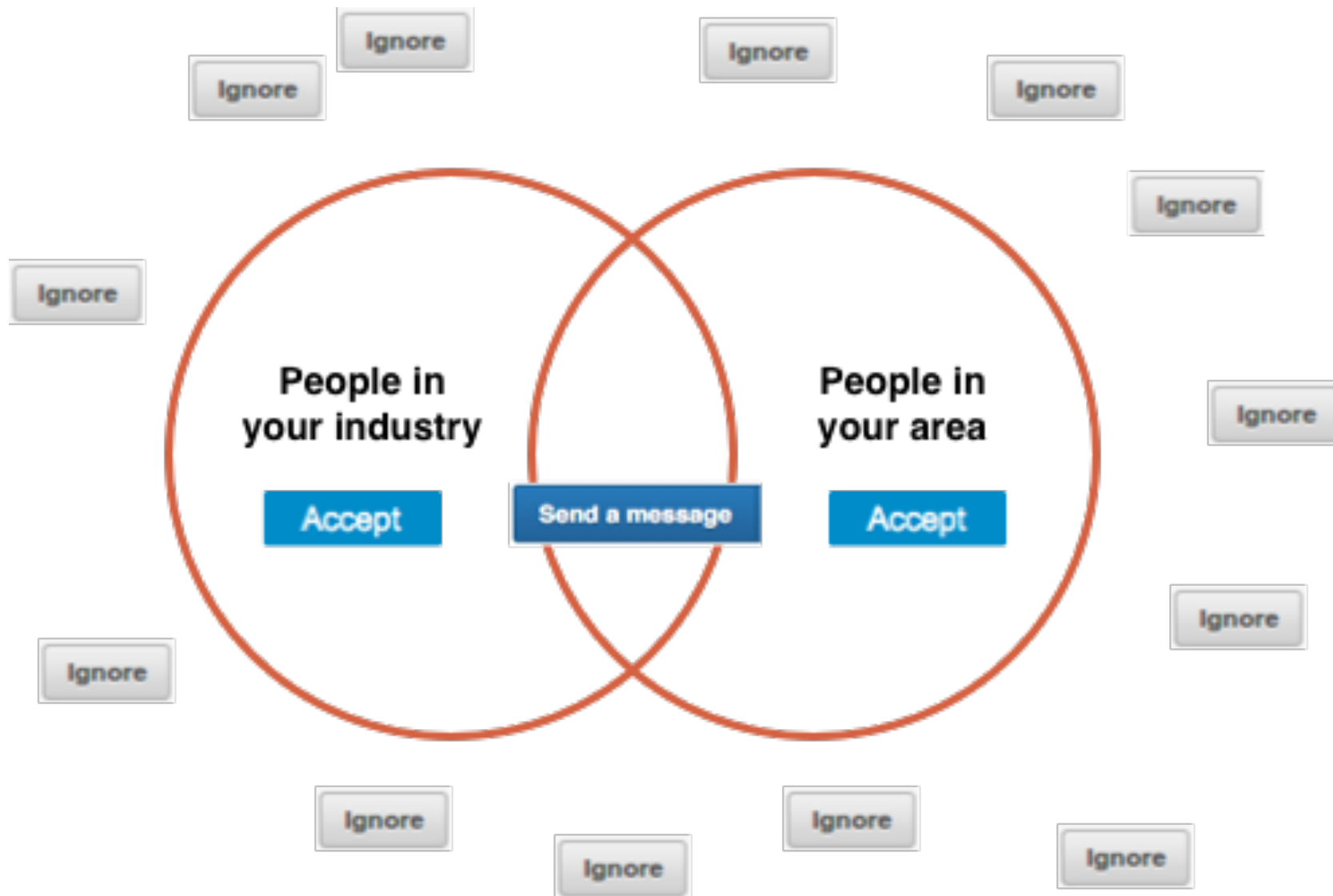
**The Generosity Ratio**  
Recommendations given vs. received

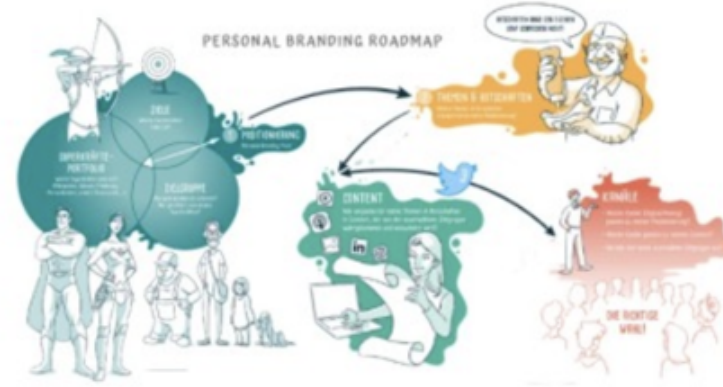
Show more

## Accomplishments

### 7 Publications

Keeping Up Security & Resiliency When Working From Home • Make Cloud Savings A Reality  
• Maintaining Business Continuity with Cloud • Cloud Service Providers and Managed Service  
Providers: How Do They Differ? • Connectivity Deep Dive • Aligning Finance & IT to Achieve Better  
Outcomes • Why You Need to Grow and Maintain Your Network and How to Do It





Follow

More...

Marina Zayats · 2nd

Consultant Corporate Communication & Digital Personal Branding

Frankfurt am Main, Hessen, Germany · 500+ connections ·

[Contact info](#)



Marina Zayats  
Communications

Kingston University

This profile's CTA is  
follow, not connect

## Highlights



### 7 mutual connections

You and Marina both know Timothy (Tim) Hughes 提姆·休斯, Chris Guillebeau, and 5 others



### Reach out to Marina for...

Advising companies.

[Message Marina](#)



Account

Privacy

Ads

Communications

How others see your profile and  
network information

How others see your LinkedIn  
activity

How LinkedIn uses your data

Job seeking preferences

**Blocking and hiding**

## Blocking and hiding

### Followers

Close

Choose who can follow you and see your public updates

Everyone

Choosing "Everyone" lets people outside your network follow your public updates. If you switch from "Everyone" to "Your connections," you'll lose any out-of-network followers you have now. Any changes you make will take effect in about 24 hours.

Everyone on LinkedIn ▼

### Make follow primary

If enabled, "Follow" will be the primary action when members view your profile

Yes ☒

Here's the setting that  
makes that happen

### Blocking

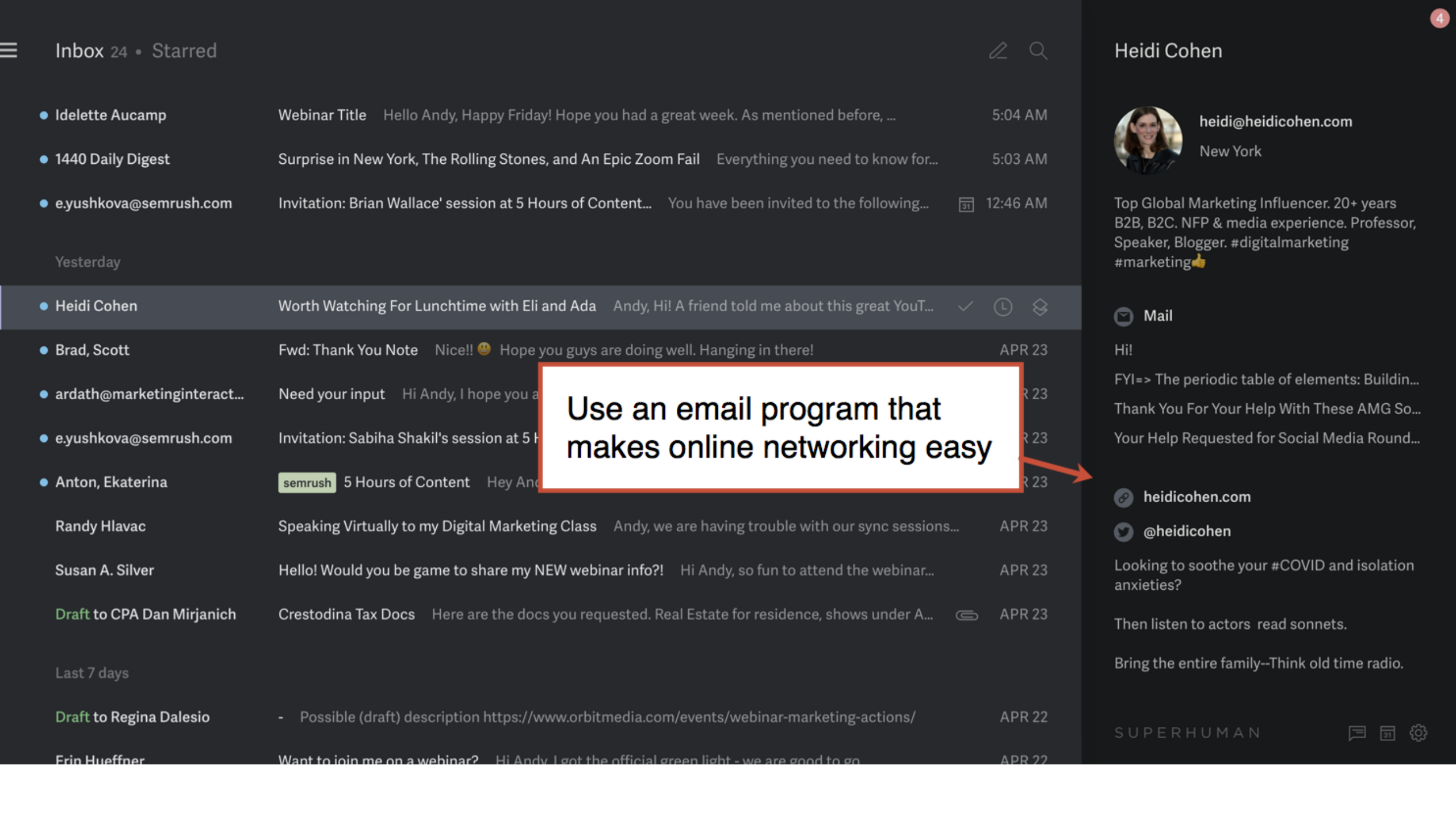
Change

See your list, and make changes if

### Unfollowed

Change





Use an email program that makes online networking easy

Heidi Cohen



heidi@heidicohen.com  
New York

Top Global Marketing Influencer. 20+ years B2B, B2C. NFP & media experience. Professor, Speaker, Blogger. #digitalmarketing #marketing👍



Hi!  
FYI=> The periodic table of elements: Buildin...  
Thank You For Your Help With These AMG So...  
Your Help Requested for Social Media Round...

heidicohen.com

@heidicohen

Looking to soothe your #COVID and isolation anxieties?

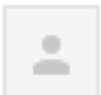
Then listen to actors read sonnets.

Bring the entire family--Think old time radio.

SUPERHUMAN







**LinkedIn** <messages-noreply@linkedin.com> [Unsubscribe](#)

2:05 PM (39 minutes ago) ☆

↩ Reply

to me ▾



## The power of your profile

See how well your profile stands out from the crowd.

86

Views

A profile view from the right person is a step closer to your next career move.

Who's looking?



LinkedIn <messages-noreply@linkedin.com> [Unsubscribe](#)

to me ▾

2:05 PM (39 minutes ago) ☆

↩ Reply ▾



## The power of your profile

See how well your profile stands out from the crowd.

3,064

Views

A profile view from the right person is a step closer to your next career move.

Who's looking?



# Personal SEO

[All](#) [Images](#) [News](#) [Videos](#) [Shopping](#) [More ▾](#) [Search tools](#)

About 384,000 results (0.74 seconds)

### Kurt Cruse | Orbit Media

[www.orbitmedia.com/kurt-cruse](https://www.orbitmedia.com/kurt-cruse) ▾ Orbit Media Studios ▾

In between instagraming pictures of his food and sharing internet memes with friends, Kurt designs super rad websites. He was the kind of kid who'd put his ...

### Images for Kurt Cruse

[Report images](#)

### More images for Kurt Cruse

### Kurt Cruse | Facebook

<https://www.facebook.com/kurtcruse> ▾

Kurt Cruse is on Facebook. Join Facebook to connect with Kurt Cruse and others you may know. Facebook gives people the power to share and makes the ...

### Kurt Cruse (@kurtcruse) • Instagram photos and videos

<https://www.instagram.com/kurtcruse/> ▾

Kurt Cruse. Web Designer at Orbit Media Studios. Loud laughter. Enjoyer of good times. orbitmedia.com/kurt-cruse. 2,656 posts; 629 followers; 418 following.

### Kurt Cruse | LinkedIn

<https://www.linkedin.com/in/kurtcruse>

View Kurt Cruse's professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like Kurt Cruse discover inside ...

### Kurt Cruse (@kurtcruse) | Twitter

<https://twitter.com/kurtcruse> ▾

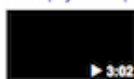
The latest Tweets from Kurt Cruse (@kurtcruse). I'm really great, I promise, no really, seriously... just give me a chance... wait I'll say something funny... crap I ...

### Kurt Cruse

[kurtcruse.tumblr.com/](https://kurtcruse.tumblr.com/) ▾

12.31.2013. I know everyone is posting their yearly snapshot vids, but I&rsquo;m breaking out. I know everyone is posting their yearly snapshot vids, but I'm ...

### Humpty Dumpty Dance - By Kurt Cruse - Karaoke Bike ...

<https://www.youtube.com/watch?v=7rQz4QC081E>

Jul 13, 2010 - Uploaded by Ken Bocchino

Humpty Dumpty Dance - By Kurt Cruse - Karaoke Bike - Chicago

L.A.T.E Ride. Ken Bocchino ...

### Kurt Cruse - @kurtcruse Instagram Profile - INK361

[ink361.com/app/users/ig-192185/kurtcruse/photos](https://ink361.com/app/users/ig-192185/kurtcruse/photos)

Web Designer at Orbit Media Studios. Loud laughter. Enjoyer of good times. Instagram profile for Kurt Cruse - @kurtcruse #kurtcruse on INK361.

### Dribbble - Kurt Cruse

<https://dribbble.com/kurtcruse> ▾

Kurt Cruse · Chicago. Lead Web Designer at Orbit Media. Music lover. Loud laughter. Recent beard owner. Actions. Display Options. Follow Following Blocked.

About 384,000 results (0.74 seconds)

**Kurt Cruse | Orbit Media**

[www.orbitmedia.com/kurt-cruse](http://www.orbitmedia.com/kurt-cruse) ▾ Orbit Media Studios ▾  
In between instagramming pictures of his food and sharing internet memes with friends, Kurt designs super rad websites. He was the kind of kid who'd put his ...

Website "bio" page

**Images for Kurt Cruse**[Report images](#)[More images for Kurt Cruse](#)**Kurt Cruse | Facebook**

<https://www.facebook.com/kurtcruse> ▾  
Kurt Cruse is on Facebook. Join Facebook to connect with Kurt Cruse and others you may know. Facebook gives people the power to share and makes the ...

**Kurt Cruse (@kurtcruse) • Instagram photos and videos**

<https://www.instagram.com/kurtcruse/> ▾  
Kurt Cruse. Web Designer at Orbit Media Studios. Loud laughter. Enjoyer of good times. orbitmedia.com/kurt-cruse. 2,656 posts; 629 followers; 418 following.

**Kurt Cruse | LinkedIn**

<https://www.linkedin.com/in/kurtcruse>  
View Kurt Cruse's professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like Kurt Cruse discover inside ...

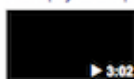
**Kurt Cruse (@kurtcruse) | Twitter**

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The latest Tweets from Kurt Cruse (@kurtcruse). I'm really great, I promise, no really, seriously... just give me a chance... wait I'll say something funny... crap I ...

**Kurt Cruse**

[kurtcruse.tumblr.com/](http://kurtcruse.tumblr.com/) ▾  
12.31.2013. I know everyone is posting their yearly snapshot vids, but I&rsquo;m breaking out. I know everyone is posting their yearly snapshot vids, but I'm ...

Profiles on social networks

**Humpty Dumpty Dance - By Kurt Cruse - Karaoke Bike ...**

<https://www.youtube.com/watch?v=7rQz4QC081E>  
Jul 13, 2010 - Uploaded by Ken Bocchino  
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**Dribbble - Kurt Cruse**

<https://dribbble.com/kurtcruse> ▾  
Kurt Cruse · Chicago. Lead Web Designer at Orbit Media. Music lover. Loud laughter. Recent beard owner. Actions. Display Options. Follow Following Blocked.





# Kurt Cruse

CREATIVE DIRECTOR



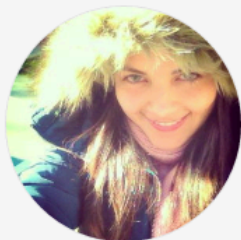
Kurt's laugh can be heard across a crowded room, and *he's often in crowded rooms laughing.*

In between [instagramming](#) pictures of his food and sharing internet [memes](#) with friends, Kurt designs super rad



**Abigail Boggs-Moura**

Intern



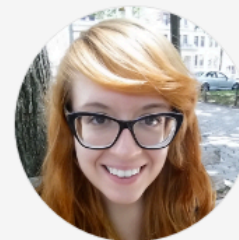
**Adriana Cardenas**

Idealistas.org Program Associate



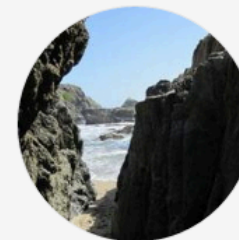
**Alex Witkowski**

Community Manager



**Allegra Cafarchio**

Marketing Manager



**Amelia Byers**

Director of Operations



**Ami Dar**

Executive Director



**Andrea Ilagan**

Community Manager



**Bradley Michelson**

Director of Business Development



**Caroline Contillo**

Community Manager



**Catherine Dammer-Jones**

Intern



**Denise Amisial**

Client Relations Coordinator



**Derek Hurley**

Software Engineer



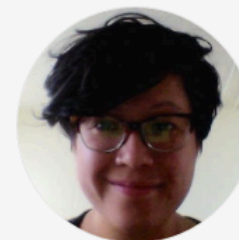
**Elena Martin**

Program Manager, Idealistas.org



**Elizabeth Lucy**

Special Projects



**Emily Hashimoto**

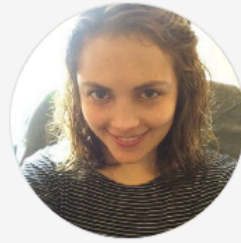
Associate Director of Client Relations





**Abigail Boggs-Moura**

Intern



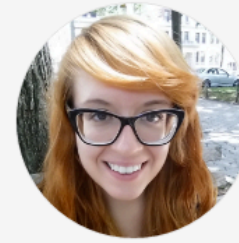
**Adriana Cardenas**

Idealistas.org Program Associate



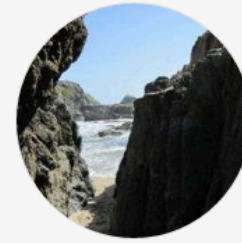
**Alex Witkowski**

Community Manager



**Allegra Cafarchio**

Marketing Manager



**Amelia Byers**

Director of Operations

## My Story

New York

As a Colombian journalist focusing on social issues, my passion is people - turning their voices, ideas, and concepts into meaningful stories. After finishing my bachelor degree in Communications I moved to the States, and started out as a communications intern at Idealistas.org - the Spanish version of Idealist.org - which primary focus on organizations in Latin America, The Caribbean and Spain. Now I've joined the Idealist staff full time, and I enjoy everything I do as Program Associate - my current position. [...]

[Full Profile >>](#)



## I care about

Poverty & Homelessness

Educate Poor Children

Education & Awareness

Hunger & Nutrition

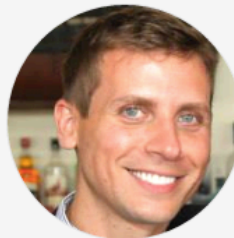
Security & Conflict

Peace & Conflict Resolution

Communicating Effectively

Spanish

Latin America & The Caribbean





*Claim every profile.  
Link to the active profiles.*



Tweets  
**1**

Lists  
**0**

Moments  
**0**

## Suzanne Von Author

@AuthorVon

Nonfiction author passionate about research, history and dragons. Follow me on Instagram for updates.

📍 Indianapolis, IN

🔗 [nonfictiondragons.com](https://nonfictiondragons.com)

📅 Joined July 2018

Tweets

**Tweets & replies**



**Suzanne Von Author** @AuthorVon · 2m

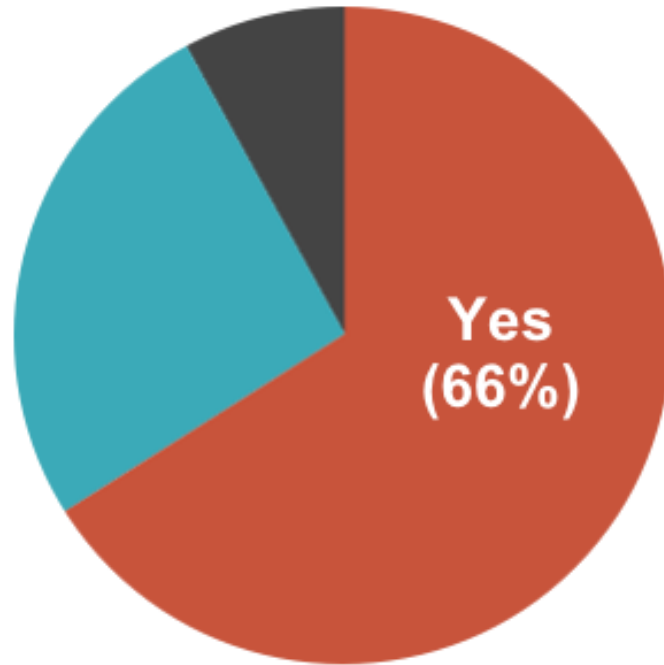
You can see updates on my latest writing project on Instagram. Connect with me there! [instagram.com/nonfiction\\_suz...](https://instagram.com/nonfiction_suz...)



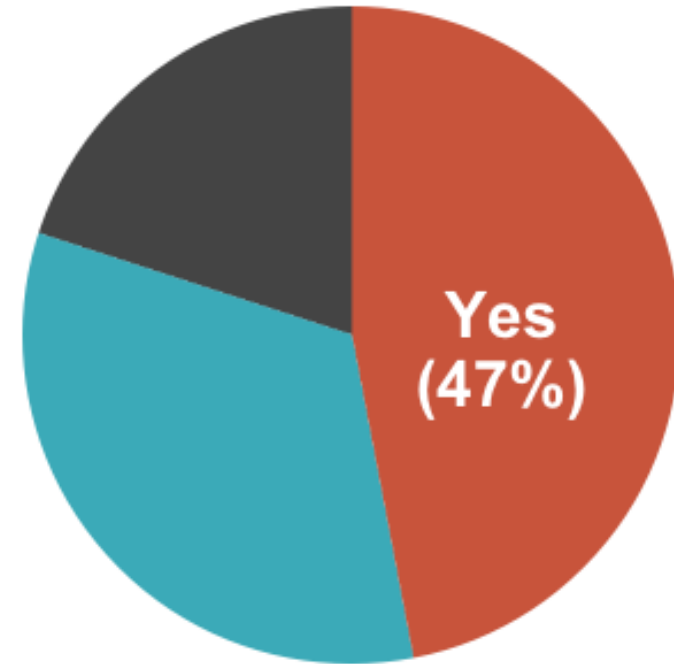


# Social Media and Thought Leadership

Is thought leadership content a marketing priority for your company?

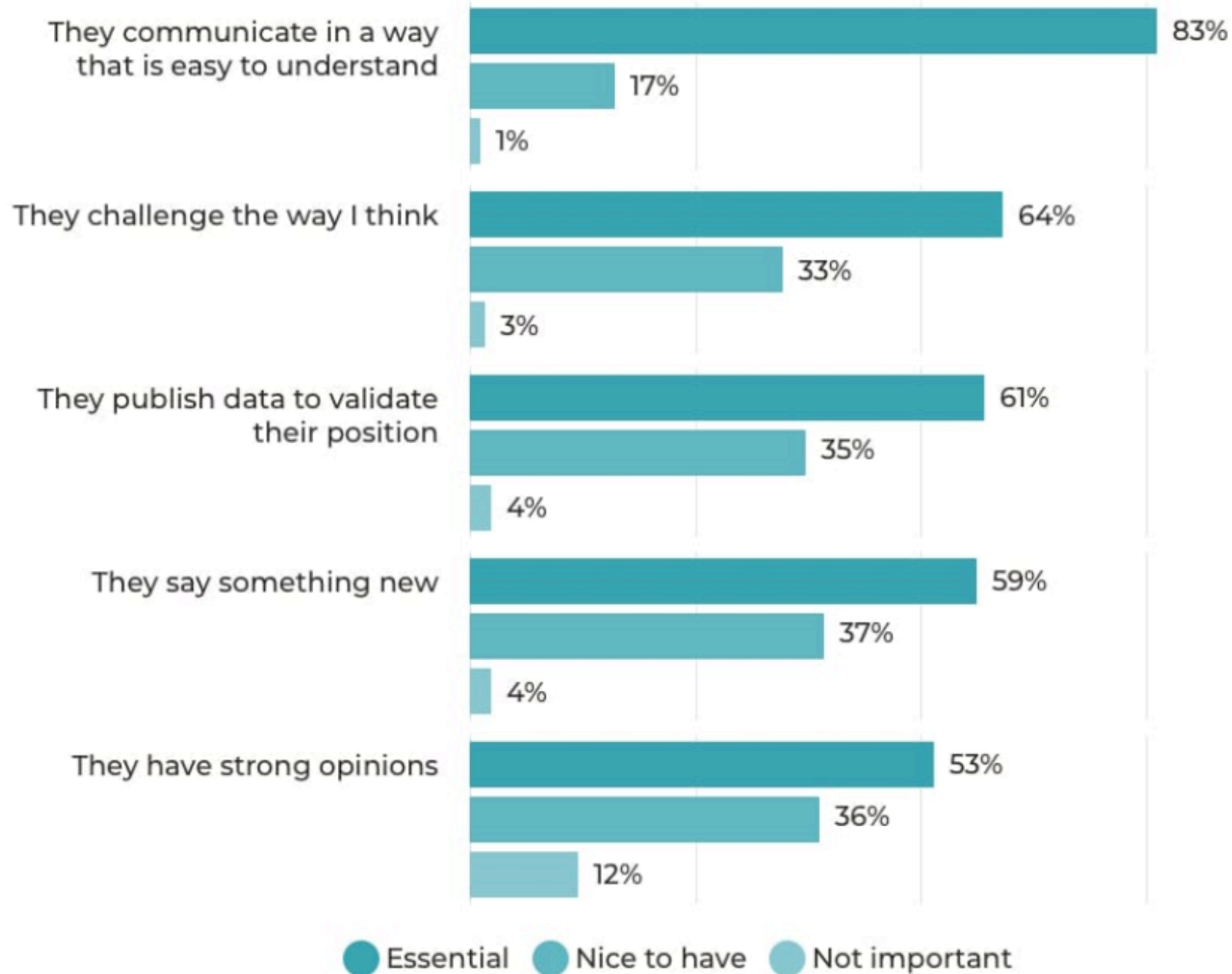


Do you personally strive to be a thought leader?



Yes No I don't know

# Essential qualities for thought leadership



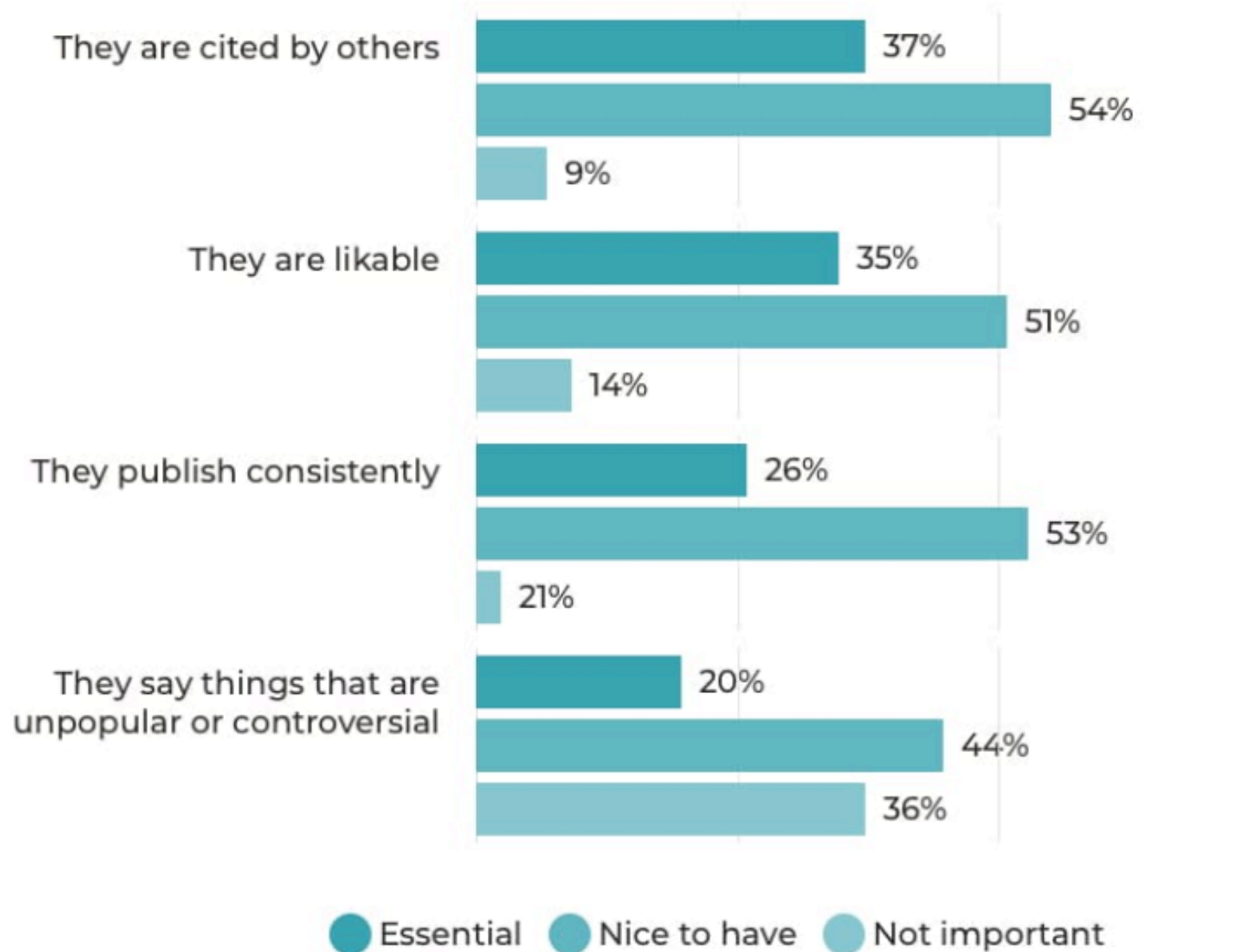
The background of the slide is a solid teal color with a subtle sunburst pattern. Numerous thin, light-colored lines radiate from the center towards the edges, creating a sense of energy and focus.

To be a thought leader, you must...

clearly communicate challenging new ideas, back them up with data and have a strong point of view.



# “Nice to have” qualities for thought leadership



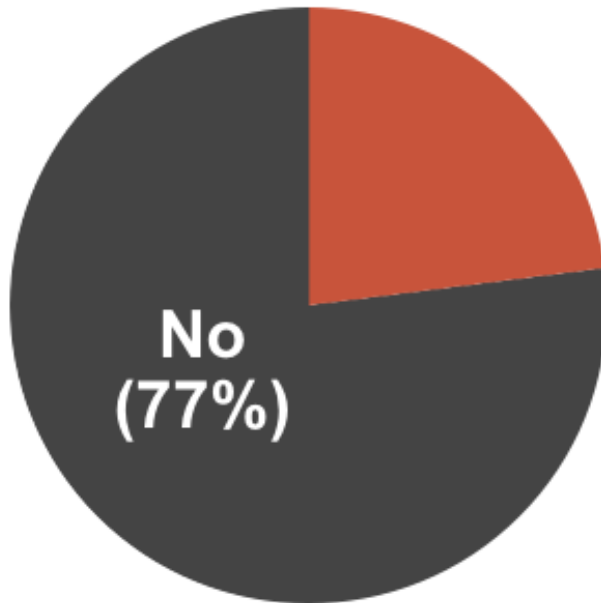
The background of the slide is a solid teal color with a subtle sunburst pattern. Numerous thin, light-colored lines radiate from the center towards the edges, creating a sense of energy and focus.

And it doesn't hurt if...

you're a likeable person who  
publishes consistently and doesn't  
shy away from controversy.

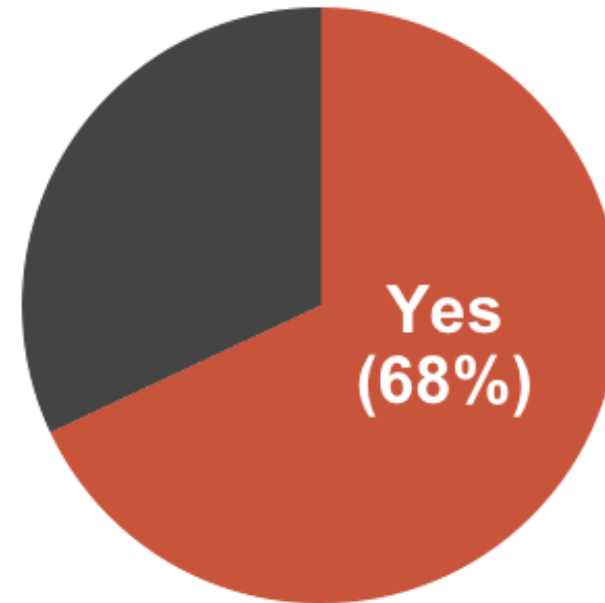
## Thought leaders need followers, but not social media followers...

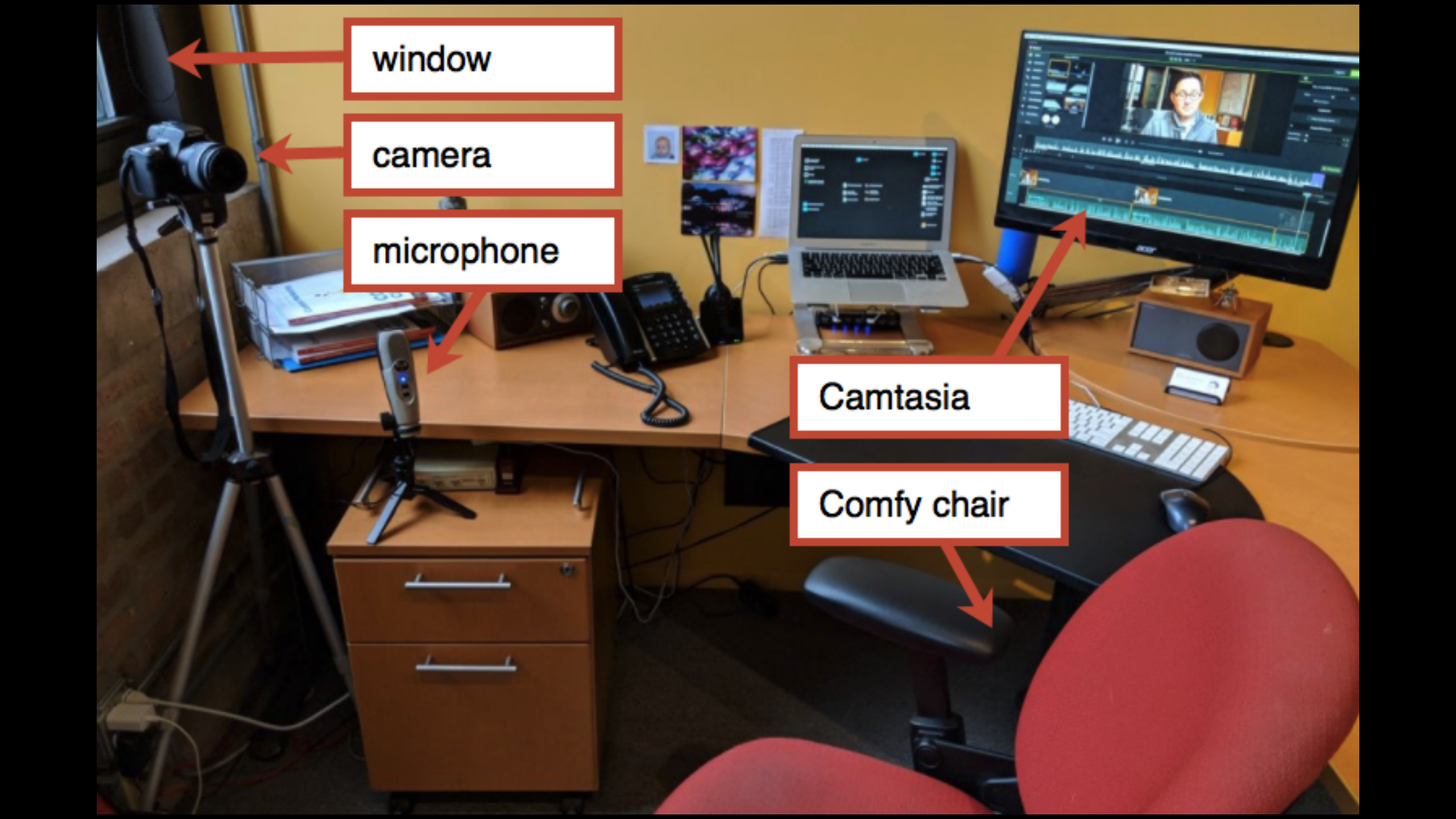
Does a thought leader need a large social media following?



n=481

Does a thought leader need active followers who share/discuss their ideas?



A photograph of a desk setup for video recording. On the left, a window is visible. A professional video camera is mounted on a tripod. A microphone is on a small stand. A laptop and a large monitor are on the desk. The monitor displays a video editing software interface. A red office chair is in the foreground. Labels with arrows point to the window, camera, microphone, Camtasia software, and the chair.

window

camera

microphone

Camtasia

Comfy chair

# The Breakdown

**0:00** Smile!

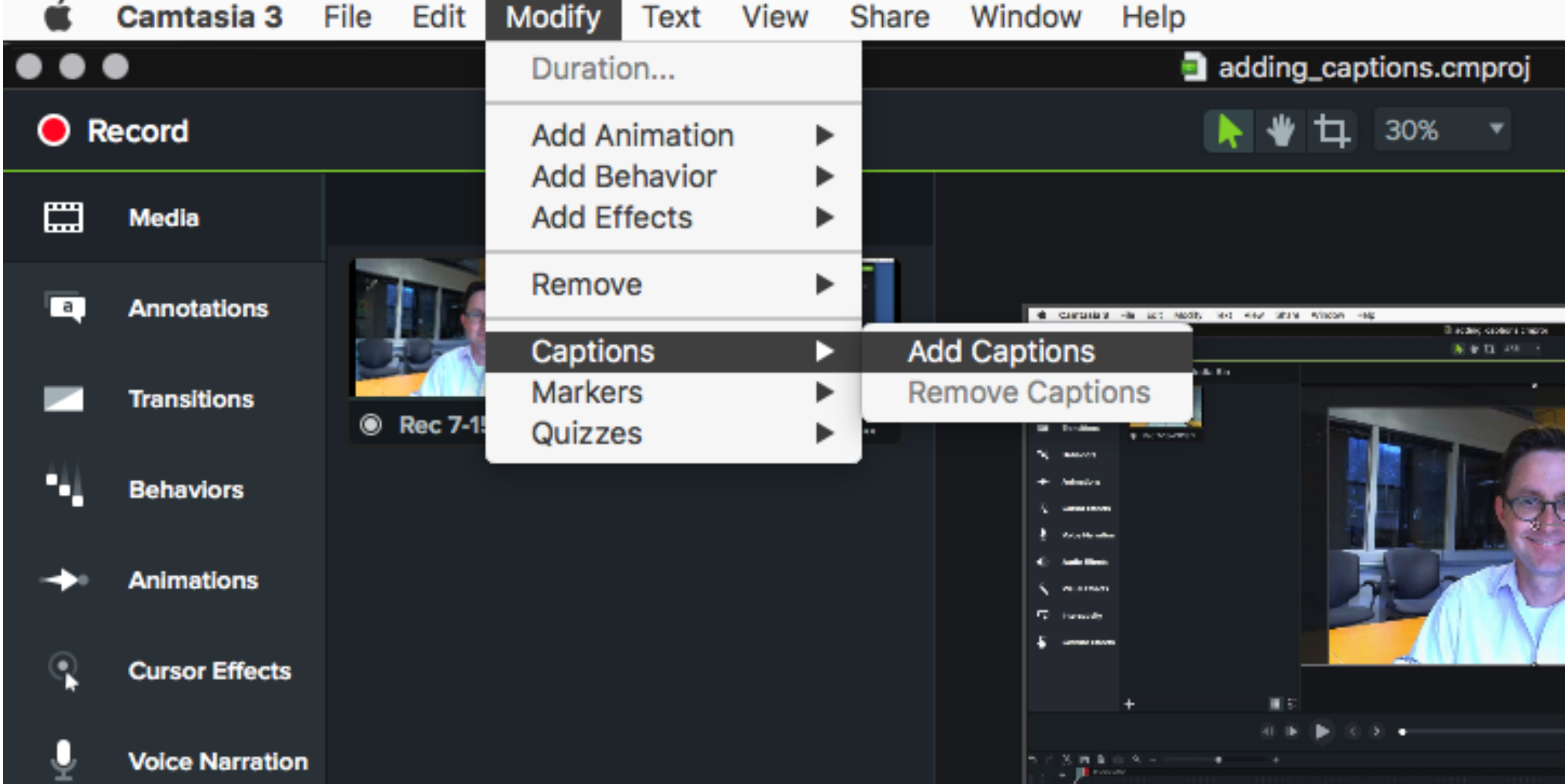
**0:02** Introduce yourself

**0:05** Tell the viewer what you're doing here

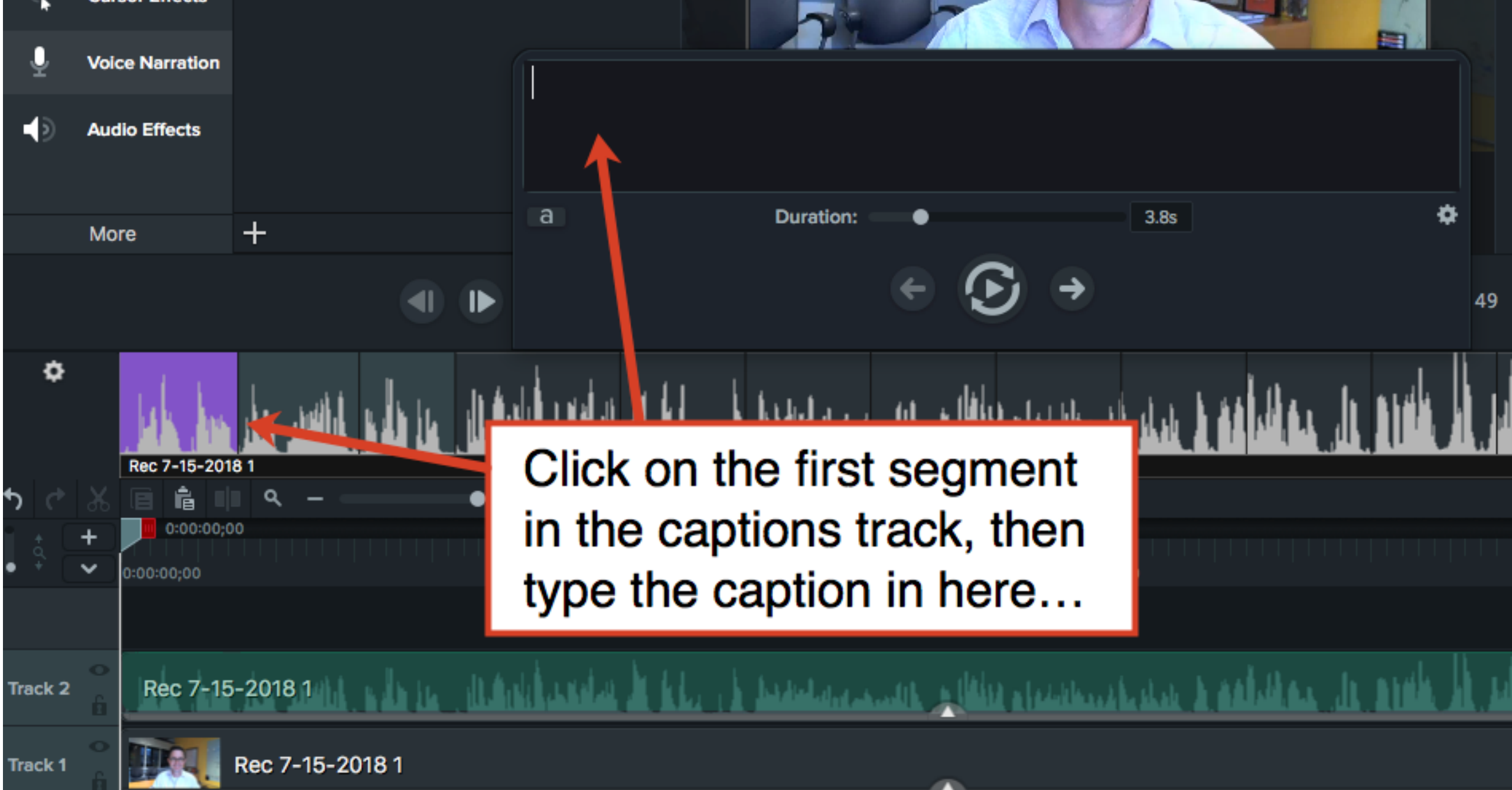
**0:45** Summarize the article

**0:55** Your CTA: Suggest that they click!

**1:00** Thanks for watching!







Click on the first segment  
in the captions track, then  
type the caption in here...





# Campaign Tracking Code

## 1) Create your campaign URL

### Landing Page URL

website.com/article

**Campaign Source** - Enter the specific traffic source (e.g., july10-newsletter, facebook, linkedin, etc...)

newsletter

### Campaign Medium

☒ email

☐ display

☐ cpc

☐ social

☐ other

**Campaign Name** (e.g., blog-post-name, spring-sale, july-event)

spring-sale

## 2) Copy and paste your campaign URL

website.com/article?  
utm\_source=newsletter&utm\_medium=email&utm\_campaign=spring-sale


COPY URL

# Social Post Checklist

1. Headline + Secondary Headline
2. Numbers
3. Hashtags
4. Line breaks
5. Mentions
6. Video with Captions
7. Link with Campaign Tracking Code

source: [Social Media Post Checklist, Orbit Media](#)

PREMIUM



**Andy Crestodina**  
Chief Marketing Officer and Co-Founder, Orbit Media Studios, Inc.  
[View full profile](#)


10,430 Followers

Manage

Private to you

Your followers




Your drafts




**Andy Crestodina**  
Chief Marketing Officer and Co-Founder, Orbit Media Studios, Inc.  
2d

These 27 web design tips are all backed by research...  
[https://lnkd.in/e\\_nJisE](https://lnkd.in/e_nJisE)  
Simple, practical ideas that can be applied to any website. Features insights from [Roger Dooley](#) [Jen Salamandick](#) and [Jason Fried](#)

116 Likes · 19 Comments

 Like  Comment  Share Top Comments ▼



**Andy Crestodina**  
Chief Marketing Officer and Co-Founder, Orbit Media Studios, Inc.  
24h ...

I appreciate the comments on this post! [Mark E Tennant](#) [Keith Maki](#) [Leslie Bolin](#) [Danny Schuman](#) and [Giuseppe Caltabiano](#)

Like Reply | 1 Like · 1 Reply

PREMIUM



**Andy Crestodina**

Chief Marketing Officer and Co-Founder, Orbit Media Studios, Inc.

[View full profile](#)



**Andy Crestodina**

Chief Marketing Officer and Co-Founder, Orbit Media Studios, Inc.

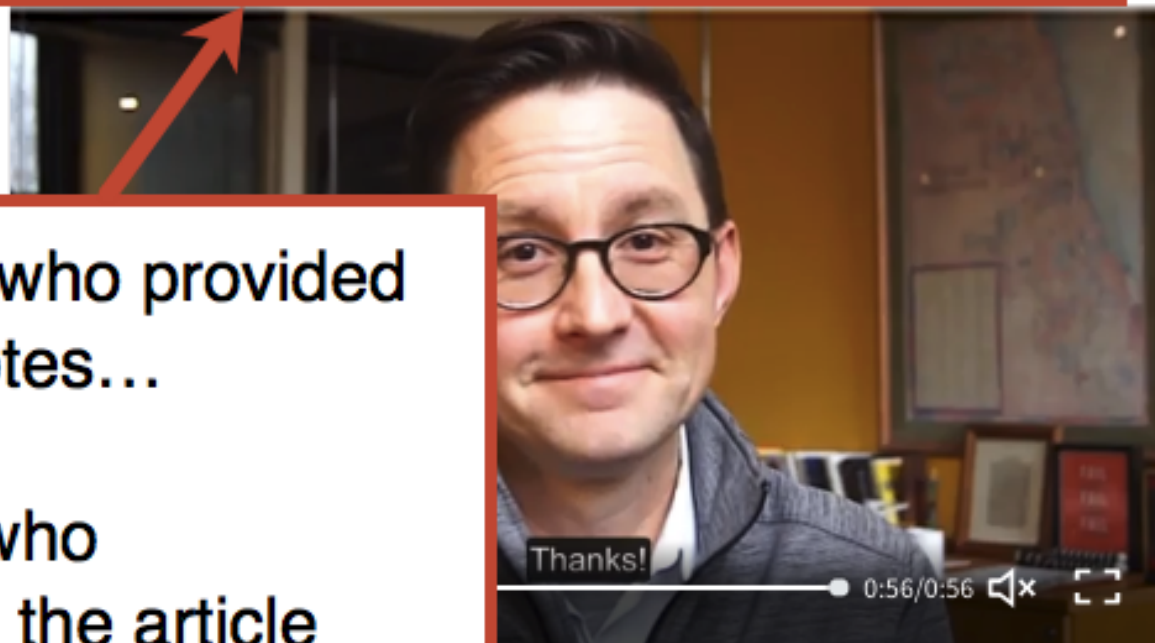
2d

These 27 web design tips are all backed by research...

[https://lnkd.in/e\\_nJisE](https://lnkd.in/e_nJisE)

Simple, practical ideas that can be applied to any website.

Features insights from [Roger Dooley](#) [Jen Salamandick](#) and [Jason Fried](#)



Mention those who provided contributor quotes...

...and people who commented on the article



Like



Comment



Share

Top Comments ▾



**Andy Crestodina**

Chief Marketing Officer and Co-Founder, Orbit Media Studios, Inc.

24h ...

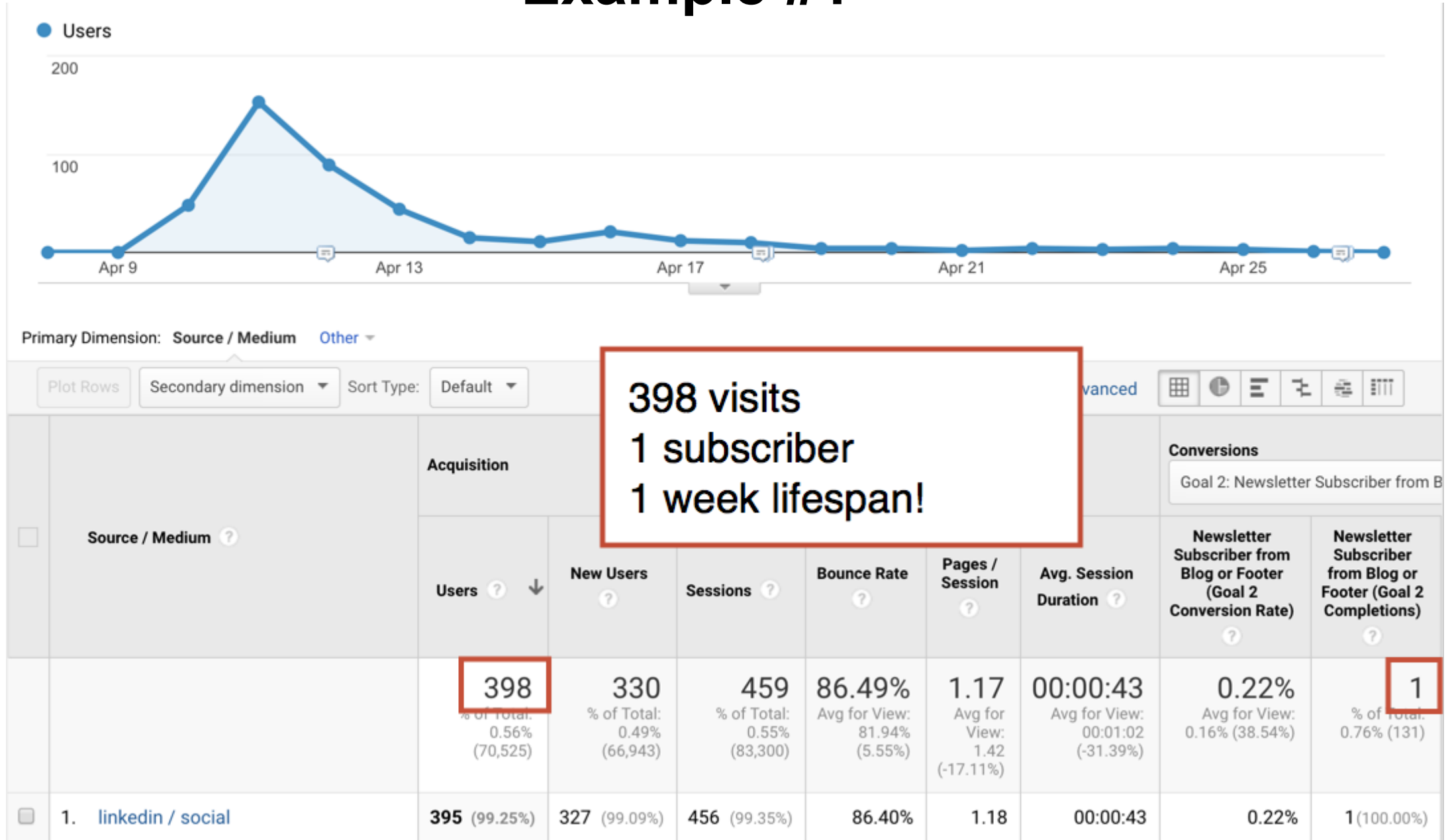
I appreciate the comments on this post! [Mark E Tennant](#) [Keith Maki](#) [Leslie Bolin](#) [Danny Schuman](#) and [Giuseppe Caltabiano](#)

Like

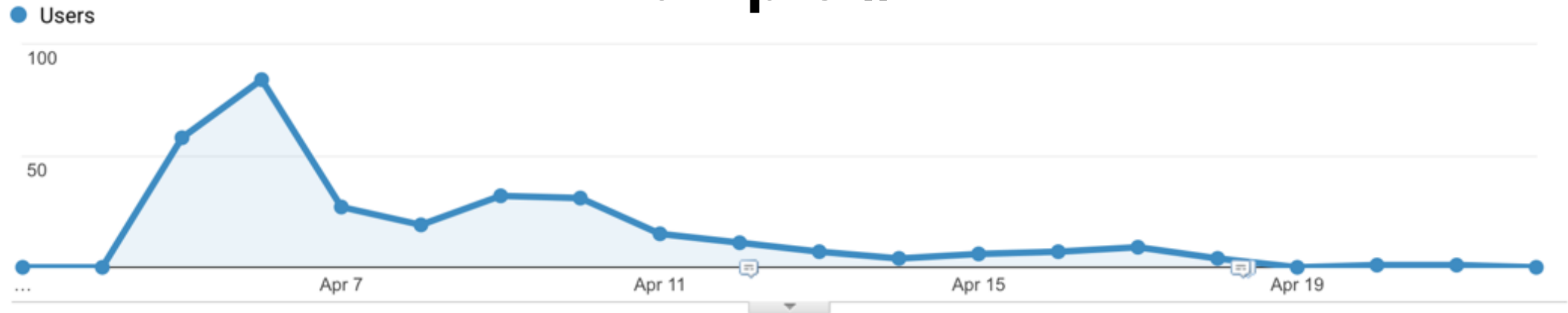
Reply

1 Like · 1 Reply







# Example #1



# Example #2

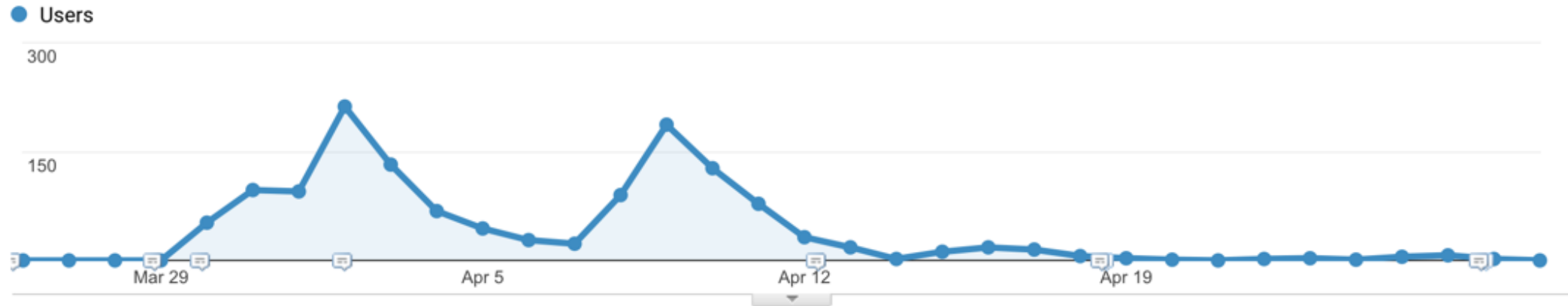


Primary Dimension: Source / Medium Other ▾

Plot Rows		Secondary dimension ▾		Sort Type: Default ▾		anced		     	
<input type="checkbox"/>	Source / Medium ?	Acquisition		Conversions					
		Goal 2: Newsletter Subscriber from E							
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Newsletter Subscriber from Blog or Footer (Goal 2 Conversion Rate) ?	Newsletter Subscriber from Blog or Footer (Goal 2 Completions) ?
		270 % of Total: 0.37% (73,431)	223 % of Total: 0.32% (68,928)	358 % of Total: 0.41% (86,438)	77.93% Avg for View: 83.51% (-6.67%)	1.40 Avg for View: 1.36 (3.19%)	00:01:54 Avg for View: 00:01:01 (86.51%)	0.84% Avg for View: 0.16% (413.72%)	3 % of Total: 2.13% (141)
<input type="checkbox"/>	1. linkedin / social	270(100.00%)	223(100.00%)	358(100.00%)	77.93%	1.40	00:01:54	0.84%	3(100.00%)



# Example #3



Primary Dimension: Source / Medium Other ▾

Plot Rows

Secondary dimension ▾

Sort Type: Default ▾

1210 visits

13 subscribers

2 week lifespan!

advanced

	Source / Medium ?	Acquisition		Conversions					
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Newsletter Subscriber from Blog or Footer (Goal 2 Conversion Rate) ?	Newsletter Subscriber from Blog or Footer (Goal 2 Completions) ?
		1,210 % of Total: 1.05% (115,694)	1,108 % of Total: 1.00% (111,164)	1,468 % of Total: 1.05% (139,353)	86.31% Avg for View: 82.20% (5.00%)	1.22 Avg for View: 1.38 (-11.26%)	00:00:57 Avg for View: 00:01:03 (-9.53%)	0.89% Avg for View: 0.17% (431.92%)	13 % of Total: 5.60% (232)
1.	linkedin / social	1,210(100.00%)	1,108(100.00%)	1,468(100.00%)	86.31%	1.22	00:00:57	0.89%	13(100.00%)



PREMIUM



**Andy Crestodina**

Chief Marketing Officer

and Co-Founder, Orbit

Med

View

10,

Manage

Private to you

Your followers

Your drafts



**Andy Crestodina**

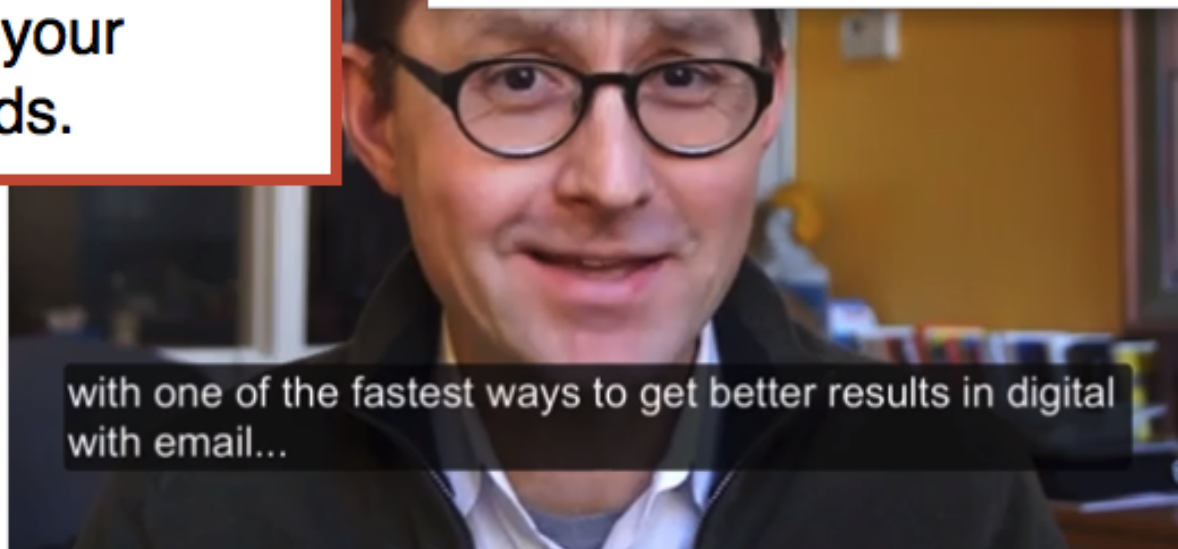
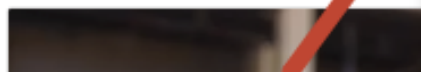
Chief Marketing Officer

5d

Simple trick to maximize email

This is one of those tactics that

huge difference...



with one of the fastest ways to get better results in digital with email...

145 Likes · 11 Comments · 7,373 Views



Like



Comment



Share



7,373 views of your video



Copy link to post



Embed this post

Copy and paste embed code on your site



Edit post



Disable comments on this post



Delete post

Grab the link to the social post and share directly with your closest friends.

## Throughout the ages, marketing means...

1950-2004			ads that promote...	the business
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<b>2010-2017</b>		promote the...	content that promotes...	the business
<b>Today</b>	promote the...	social video that promotes the	content that promotes...	the business



Home



My Network



Jobs



Messaging



Notifications



Me



Work



Advertise



Orbit Media Studios

Admin view

[View as member](#)

Home

Content

NEW

Analytics

Activity

Admin tools

Custom button clicks

Get more impressions by notifying coworkers.

[Notify Employees](#)

Posted by Amanda Gant • 8/13/2020 • [Sponsor now](#)



**Orbit Media Studios**

3,895 followers

4d •

There are a lot of different content strategies. Today we're showcasing three of those real-life strategies for you.

[...see more](#)



**3 Real Life B2B Content Marketing Strategies Driving Big Results | Orbit Media Studios**

[orbitmedia.com](https://orbitmedia.com)

11 • 2 Comments



Like



Comment

The “employee advocacy” button

Community Hashtags



[#webagency](#)

205 followers



[#webdevelopment](#)

665,836 followers



[#contentstrategy](#)

1,127,750 followers



See what people are saying about **Orbit Media Studios**

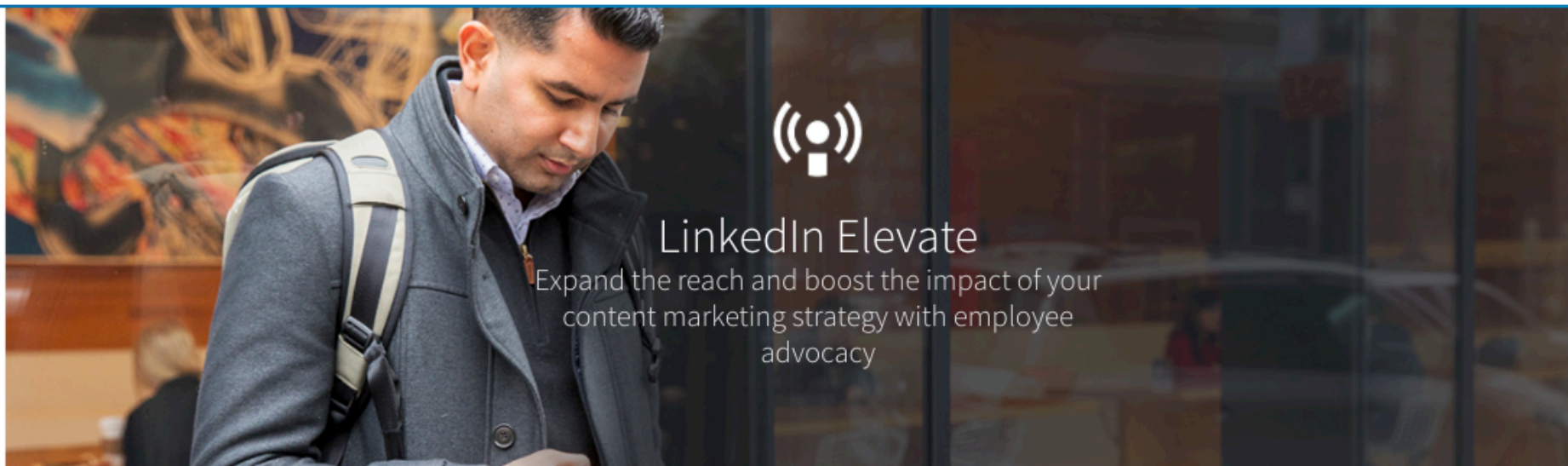
Events



Events organized by Orbit Media Studios will appear here

[Create event](#)





Companies who empower employees to share content perform better

They can more easily increase their reach and engagement, attract top talent and sell their products

58%

Talent

Social enterprises are 58% more likely to attract top talent and 20% more likely to retain them

2x

Marketing

Content shared by employees has 2x higher engagement versus when shared by a company

45%

Sales

Salespeople who regularly share content are 45% more likely to exceed quota

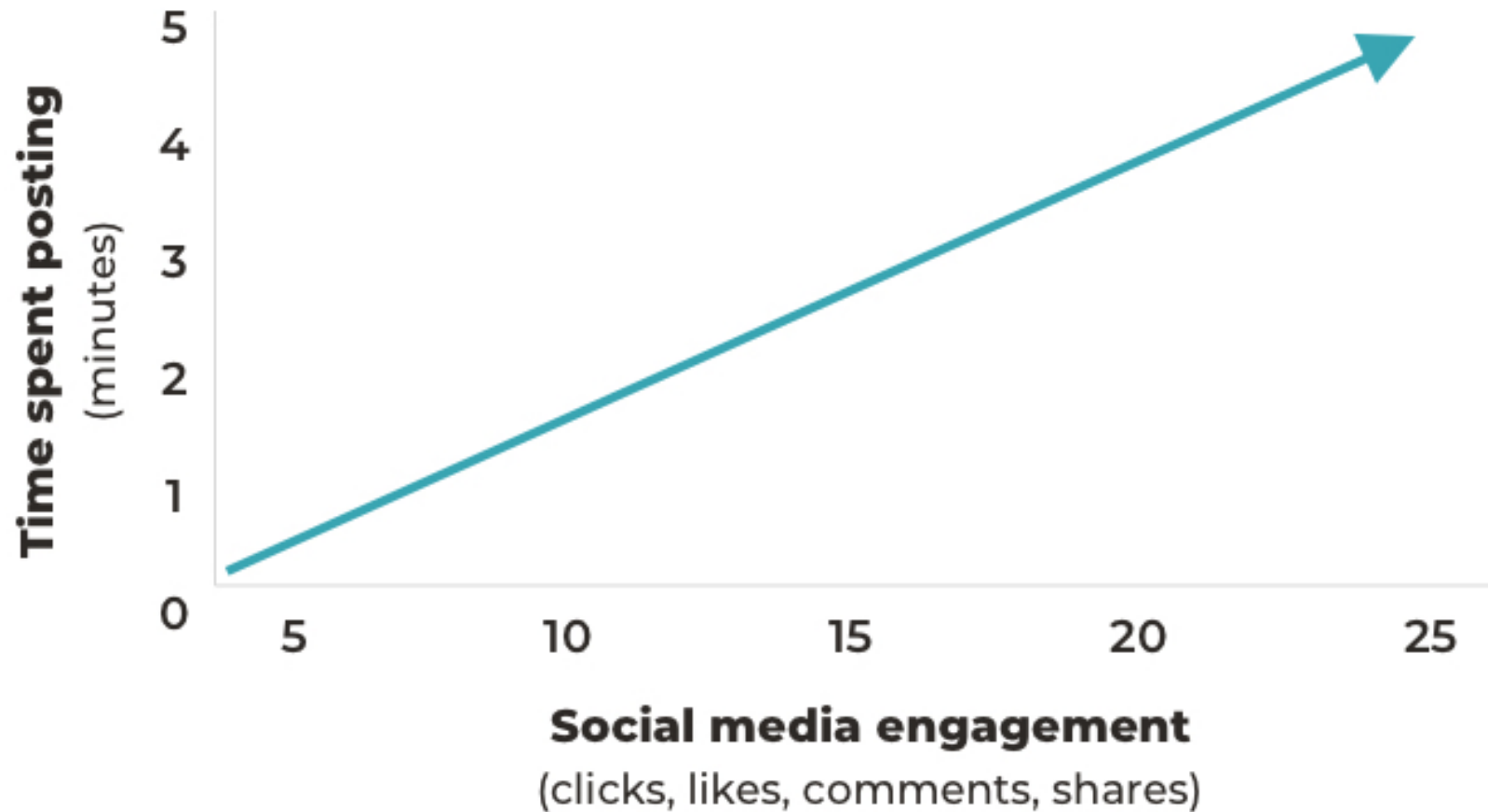
A teal background with a sunburst pattern of light blue lines radiating from the center.

“

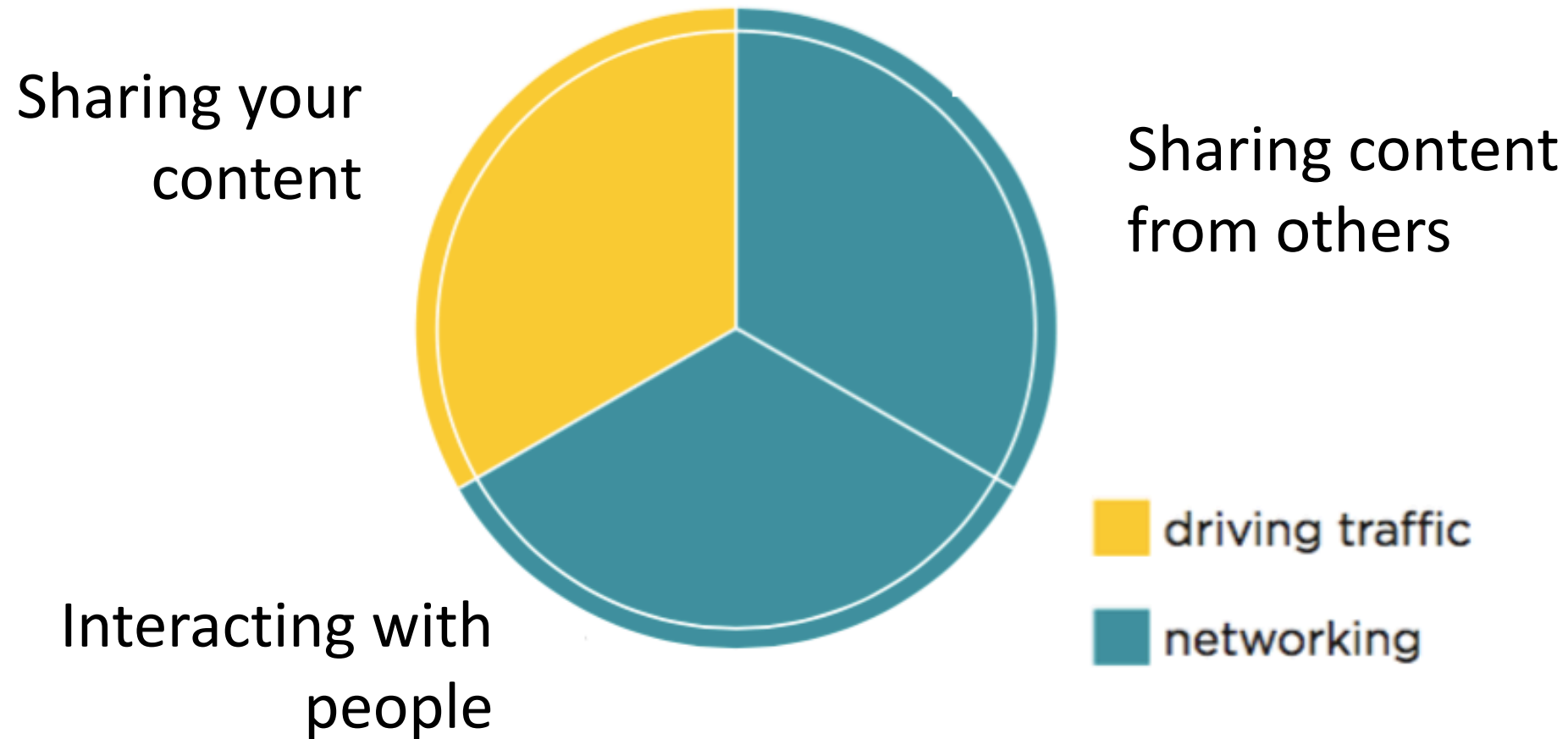
The best content doesn't win.  
The best promoted content wins.

”

# More time spent on social media posts leads to much better results



# The Social Media Rule of Thirds



# Three Types of Social Media Posts

TYPE	MANAGEMENT	TOOL	GOAL
<b>Creation</b> Content promotion	Automate	Coschedule	Drive traffic
<b>Curation</b> Industry news	Schedule	Buffer	Networking
<b>Conversation</b> Hello, thank you, questions, etc.	Real Time	Native App (mobile)	Networking

You can customize this invitation



Include a personal message (optional):

Hi there, Amy. We've met at a few of the ECC events. I thought I'd connect with you here.

Hope all is well! Reach out anytime if I can ever help with anything...

137

Cancel

Send invitation



“

*Don't hesitate to reach out if you'd  
ever like to collaborate on anything at all!*

”

**Andy Crestodina**  
*Content Marketer, Schmoozer*



[Home](#)[My Network](#)[Jobs](#)[Messaging](#)[Notifications](#)[Me](#)[Work](#)

## Messaging



LinkedIn Engagem... 5:04 AM

Dale:

<https://www.linkedin.com/feed/>

Michael: Thanks so much, Andy! I will circle back with my team o...

Amy: You messaged at the right time! Haha! If you find you hav...

Eva: Hi Andy, Hope your week's going well so far! I'm Eva from...

Stephen: I love it! I'll definitely be including it in this week's...

Senior Creative Lead - Content Manager at Brafton Inc.

Thanks so much, Andy!

I will circle back with my team on this, as the survey will likely organically come up again in our research. Also, we're always looking for partner projects and the like, so we'll be in touch.

Thanks again - I can only imagine how much time it took to compile this.

Best,  
Mike O'Neill

6:22 PM

Read



Thanks

Sounds good

Write a message or attach a file



Press Enter to send



Search the store

Extensions

Themes

Apps

Games

CATEGORIES

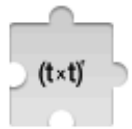
All

FEATURES

- ☐ Runs Offline
- ☐ By Google
- ☐ Free
- ☐ Available for
- ☐ Works with

RATINGS

- ☐ ★★★★★
- ☐ ★★★★★
- ☐ ★★★★★
- ☐ ★★★★★



# Auto Text Expander for Google Chrome™

offered by . Carlin

★★★★★ (487)

[Productivity](#)

112,555 users

ADDED TO CHROME

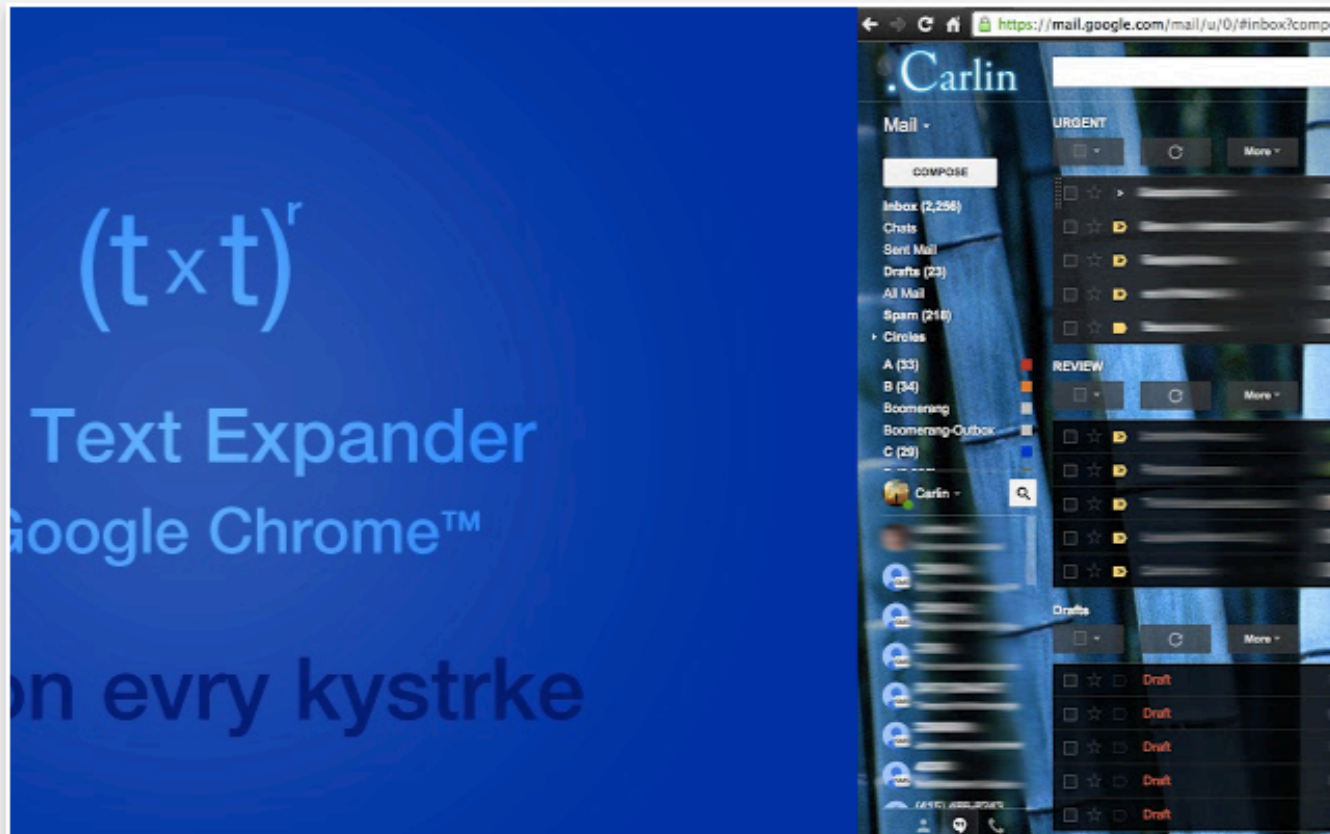


OVERVIEW

REVIEWS

SUPPORT

RELATED



Runs Offline

Compatible with your device

Create custom keyboard shortcuts to expand and replace text as you type!

Ever get tired of typing out long email addresses, phrases you frequently use, or just looking to save keystrokes as you type? Well fear not! Auto Text Expander is here to solve that -- kinda like TextExpander for Mac or AutoText for Windows, but installed and synced across Chrome browsers!

This free (and ad-free) extension adds basic javascript to your pages to check if your last set of consecutive keystrokes matches any

[Report Abuse](#)

## Additional Information

Version: 1.9.5

Updated: May 7, 2016

Size: 141KiB

Language: English



# Research and Outreach

Find and Connect



Search



Home



My Network



Jobs



Messaging



Notifications



Me



Work



Advertise



John

Digital Marketing Recruiter -

Richard Leslie and 28 others

Ignore

Accept

Hi Andy,  
I would like to connect with you here on LinkedIn.

Everyday I work with companies growing their marketing teams, so connecting here should help us both with expanding our industry networks.

Cheers,  
John See less

Reply to John

"I stumbled across your profile..."



Yvonne

Marketing Director,

Jeff Deutsch

Ignore

Hi Andy, I listened to one of your recent webinars and it was awesome. Cheers, Yvonne

Reply to Yvonne

"I saw what you guys did and loved it!"



Show fewer



Thammy's connections you may know

Close



Taner Okutan

İzmir Bölge Müdürü -  
Wacker Neuson Group



Juanita Vermeulen

Virtual Assistant



Sheldon Davenport

Director at SKJ Direct  
Sales & Distribution



Laura Wagner

Open To Work!  
Marketing Specialist...

# How to make friends on LinkedIn

1. Find something that they (or their company) have done
2. Like and comment
3. Send connection request, mention the thing
4. Endorse
5. Send a friendly message with friendly offer





Your brand, 100x per day

...and the most social of media.

# Email Signature: Legalese, but no brand or contact info

[Redacted]

to me 

Hi Lindsey,

I would be interested in learning more about your company to see if it may be a good fit for [Redacted] Please let me know some days/times you have available for an introductory call.

Thanks much,

[Redacted]

This electronic communication may contain confidential or legally privileged information. If you are not the intended recipient, please contact the sender immediately, delete this communication from your system and destroy any hard copies of this communication. Thank you.

# Email Signature: Business Card and Brand

**Staats, Katie A.**

to me ▾

Thanks so much, Andy! My vacation was great! I look forward to our call this week.

**Katie Staats**

Digital Marketing Manager

C (216) 816-8183

[23150 Commerce Park Dr.](#)

Beachwood, OH 44122

[www.tremcosealants.com](http://www.tremcosealants.com)



# Email Signature: Networking and promotion



**Barry Feldman**

to me ▾

Can't do a podcast this Friday afternoon.

--

Author of [\*The Road to Recognition: The A to Z Guide to Personal Branding\*](#)

Skype: barryfeldman

Schedule me: [calendly.com/barryfeldman](https://calendly.com/barryfeldman)



**Barry Feldman | Feldman Creative**

Online marketing super freak

p:916.984.9988 | m:408.489.1029 | e:[barry@feldmancreative.com](mailto:barry@feldmancreative.com)


| w:[www.feldmancreative.com](http://www.feldmancreative.com)



The Point - Feldman Creative Blog [Are You Leveraging LinkedIn? \[Content Matters Episode 33\]](#)

source: [WiseStamp](#)

# Email Signature: Networking and promotion



**Barry Feldman**  
to me ▾


Can't do a podcast this Friday afternoon.

--

Author of [The Road to Recognition: The A to Z Guide to Personal Branding](#)

Skype: barryfeldman  
Schedule me: [calendly.com/barryfeldman](http://calendly.com/barryfeldman)

---



**Barry Feldman | Feldman Creative**  
Online marketing super freak  
p:916.984.9988 | m:408.489.1029 | e:barry@feldmancreative.com  
| w:www.feldmancreative.com

[Twitter](#) [LinkedIn](#) [Google+](#) [Facebook](#) [YouTube](#)

The Point - Feldman Creative Blog [Are You Leveraging LinkedIn? \[Content Matters Episode 33\]](#)

Currently promoting

Schedule time with me

Tagline and contact info

Social media profiles

How to subscribe to me

source: [WiseStamp](#)

# Do people click on links in email signatures? *Yes they do.*

Yearly traffic and conversions from the link in my email signature

Campaign ?	Acquisition						Conversions All Goals ▾	
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
	300 % of Total: 0.03% (1,174,122)	185 % of Total: 0.02% (1,150,173)	540 % of Total: 0.04% (1,409,008)	49.44% Avg for View: 83.07% (-40.48%)	2.51 Avg for View: 1.27 (97.10%)	00:02:12 Avg for View: 00:00:57 (128.79%)	1.85% Avg for View: 0.52% (253.42%)	10 % of Total: 0.14% (7,383)
1. emailsign	300(100.00%)	185(100.00%)	540(100.00%)	49.44%	2.51	00:02:12	1.85%	10(100.00%)

— THANK YOU!

Andy Crestodina  
@crestodina





# Your Personal Positioning Statement

**What problem do you solve?**

**How do you do it uniquely?**

**Whom do you do it for?**

**I am the [JOB TITLE]  
that jumps to mind when [AUDIENCE]  
thinks about [TOPIC]  
because [DIFFERENCE].**

I am the **sales expert and speaker**  
that jumps to mind when **meeting planners**  
think about **digital communications and sales**  
because I **teach the most actionable strategies.**

**David Fisher**  
*Author, Sales Expert*



# Actions for a strong personal brand

- ✓ List 5 ways in which you stand out
- ✓ Name the 1-2 things you do best
- ✓ Write your personal positioning statement